

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIII.

NEW YORK, OCTOBER 25, 1905.

No. 4.

There's Nothing Like Success.

The STAR, the only morning paper published in Indianapolis, Indiana, carried 755,071 lines of classified advertising up to and including September 30th, 1905. During the same period in 1904 it carried 407,678 lines—a **net gain of 377,535 lines, or a fraction over 85 per cent in nine months.**

An advertising medium which makes **such gains** in its **classified advertising** must be getting **results** for its patrons—must be **read by the masses**, and should certainly be entitled to a careful consideration when making appropriations for an advertising campaign in Indiana.

Think This Over.

STAR PUBLISHING CO.,

Star Building,

Indianapolis, Ind.

C. J. BILLSON,
Tribune Bldg., New York City,
Eastern Representative.

JOHN GLASS,
Boyce Bldg., Chicago,
Western Representative.

The Delineator and the Food Question

I want to say just a few words to the manufacturers of package foods about the work THE DELINEATOR is undertaking to undo the harm that has been done to legitimate and honest food manufacturers by ill-advised, even though sincere, food investigations.

First, we engaged Montgomery B. Gibbs. Mr. Gibbs is in charge of this department for THE DELINEATOR. His work is twofold. He is engaged to investigate the food question and to control THE DELINEATOR's chemists and others who decide whether or not a food is safe, pure, honest and acceptable to the columns of THE DELINEATOR. Then he is to confer with any manufacturer who desires his services, and to give him any information in regard to pure-food laws, pure-food advertising, pure-food standards, required by THE DELINEATOR. In other words, Mr. Gibbs's work is to teach the food manufacturers of this country that THE DELINEATOR is the one logical advertising medium for every honest manufacturer in that it is going to devote itself for the next two years to teaching the housewife to discriminate instead of condemning all prepared foods as of one kind.

A part of this work is the series of articles by Mary Hinman Abe on "Safe Foods and How to Get Them." This work is so good that *American Medicine*, one of the leading medical journals of the country, devotes much editorial space to pointing out that this is the best exposition of the subject that has ever been made in an American magazine.

This is a great subject and an important one, and THE DELINEATOR is taking it up in the right way. Every manufacturer of a pure and honest food can profitably use the columns of THE DELINEATOR, not only to help this work, but to prove by his very presence in THE DELINEATOR columns that his foods are considered by "*the strictest food censor in the world*" as pure and wholesome.

RALPH TILTON, Manager of Advertising

The Butterick Trio

THE DELINEATOR
THE DESIGNER
NEW IDEA WOMAN'S MAGAZINE

Butterick Building, New York

W. H. BLACK, Western Advertising Manager,
First Nat'l Bank Bldg., CHICAGO, ILL.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

FORTY-THIRD PAPER.

The first number of *PRINTERS' INK* is dated July 15, 1888. I had always an itching to have a mouth-piece through which I could speak to those whose interests were in lines parallel to mine. In the Boston days I had issued the *Advertisers' Gazette*, and whenever, in after years, I took a look at the old files, I was impressed that they contained matter of interest—much that it would be well in after times to find packed away in a shape so accessible and available. It is easy to over-estimate the importance of what we do. This thought comes to my mind as I re-read the preceding sentence; for I doubt, if aside from the one I have preserved, another volume of the *Advertisers' Gazette* is in existence. After its time the *American Newspaper Reporter* came into existence, and it also bore the name *Advertisers' Gazette*—as a sub-title.

We had a printing office of our own in the 70's—the days when the *Reporter* was published. The office was specially fitted to meet the wants of our own business, without any regard to what would be the requirements of outside customers; and we found it convenient to set everything in a page of uniform dimensions, so that fewer chases and forms would be needed, and a page that had done service in a circular or a pamphlet would also fit into any other circular, pamphlet or other publication that we might wish to

put out. It came about in this way, that the page of the *Newspaper Reporter* was identical in size with that of the *American Newspaper Directory*—which did not vary much from that of the general run of monthly magazines. At a later date a smaller type and style of page was adopted for the *Directory*, and in that way it came about that when the time came to make up the forms for the first issue of *PRINTERS' INK*, the old idea prevailed, and the little paper appeared with a page identical with that of the *Directory* in its curtailed dimensions. It was smaller and had narrower columns than any other magazine then issued. So small and insignificant did it appear when having no more than sixteen pages—and now and then only eight—that a subscriber who sent for a duplicate copy one day and afterwards discovered his regular one, made apology for troubling us, saying it got covered up under a postage stamp on his desk.

Before the little paper was launched it had been a long time incubating. I knew about what I meant it should be but how to form and shape it, and what to call it, and who should edit it, were questions that had not been answered. I was interested in it. I thought I should put into it a good deal of my own individuality. At one time I thought of giving it my own name. I even went so far as to get up a heading composed of the word ROWELL with a small picture over it representing the act of hiding a candle under a bushel and which, may be, had the word DON'T cut into it in some way. It was surprising how well the name and design

looked, and I am by no means confident that it would not have been a success; but it was a little too personal and the idea of adopting it was finally turned down. I was at this time the principal owner of the W. D. Wilson Printing Ink Company, Limited, and the manager of that company, a Mr. Eagleson, spoke to me one day about a place for a young man of eighteen or thereabouts, a son of an acquaintance of his, and who was seeking employment, preferably something akin to newspaper work. I had an interview with the youth, engaged him, told him to go ahead and get out a paper that should be "A Journal for Advertisers." We would issue the first copy whenever he got his material ready; the size of the page should be that used for everything in our printing office; the paper should be issued twice a month; the editor's salary should be \$10 a week and, after a good deal of hesitation, it was decided that the name of it should be PRINTERS' INK.

I had been so egotistical, in preceding times, as to insist that my own name had been so long and so prominently before the public in connection with advertising that it was to some extent a synonym for the word. As it was decided that my own name was not to be made use of, what more natural than I should look to the other interest that at the time made considerable demand upon my attention?—printers' ink. PRINTERS' INK had long been used as a synonym for publicity. Much was heard of the power of PRINTERS' INK. I was a dealer in printers' ink as well as in advertising. Why not call the paper PRINTERS' INK? That question was propounded to many people. I think no single one thought well of it. Some thought it might do—it didn't matter anyway, for it would never amount to much. If there was any one thing that people did not wish to read about that one thing was advertising. What was said about advertising was commonly regarded along the line of the child's definition of

faith, "A persistent belief in things that you know aint so." Still the more my mind dwelt on the proposed name the better I thought of it and, when the little paper came out July 15, 1888, the name that stood at the head was PRINTERS' INK, and a good name it has proved.

The young editor's name was Charles L. Benjamin. He is a regular contributor to the paper at this day. Mr. Kent used to relate that shortly after he had been made a Vestryman in the Church of the Transfiguration the question of music seemed to be one that caused much trouble, and he ventured the remark that he thought the Music Committee should be composed of those who knew least about music. His thought recommended itself to the Vestry and Kent was made Chairman of the Music Committee, and gave more general satisfaction than the church had enjoyed for a long time. It was partly on this theory that I concluded my youthful editor would do very well. I think he knew that advertisements existed, thought them a necessary evil perhaps, though why necessary he did not seem to comprehend. When, not long after the paper was started, George W. Turner, then publisher of Mr. Pulitzer's *World*, bargained for the first page for an announcement of that paper, although he paid for it pretty nearly the entire cost of getting out the few hundred copies then issued—the idea of having the space prostituted to such base uses nearly broke the young editor's heart.

It so happened that one winter, several years before the establishing of PRINTERS' INK, I had been much troubled with asthma, colds, and accompanying evils, and spent a great deal of time in a sunny sitting-room, all by myself, and without any definite purpose, I used up a great many pages, quires, I might almost say reams, of blank paper, in writing down advertising ideas, thoughts and apothegms. There was an everlasting lot of the stuff and some of it was rather good—of its kind.

(Continued on page 6.)

ARE THESE PAPERS ON YOUR LIST?

¶ Below is a list of superior home evening newspapers that are leaders in their respective localities in amount of local and foreign advertising carried:

The Washington Star

The Montreal Star

The Minneapolis Journal

The Indianapolis News

The Baltimore News

Full particulars, sworn circulation statements, rates, etc., furnished on request.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.



W. Y. PERRY,
Tribune Building,
CHICAGO.

At a later date, having a typewriter who needed practice and was not kept over busy, because not over skillful, all this material was copied out on slips of half note size, and when completed, a couple of rubber bands were snapped around the bundle and it was put away to accumulate dust and cause somebody to wonder, at a later date, what it was all about and what—if anything—it would be good for.

In order to give the journal for advertisers a trend in the direction of thoughts on advertising matters it seemed to be thought necessary that it should say more or less on the subject of advertising. The daily operations of an advertising agency furnished some material. I had ideas that I liked to ventilate, if not too much occupied with other things, but shortly after the paper was started, I went away on a long vacation, and when I came back there was a pretty urgent demand made on me, by the youthful and inexperienced editor, for points. It was then that I thought of the bundle packed away somewhere, that represented pretty nearly one winter's work. It was looked for, fished up, dusted, turned over to Benjamin, and proved to be a veritable god-send. PRINTERS' INK became "A Journal for Advertisers," was more quoted for a time than any other paper published, and to this day I find myself able to identify wise paragraphs about advertising, floating through the columns of the press, that, if they could speak, would proclaim themselves children of my—shall I say brain?

The little paper was almost immediately recognized as something new. Everybody into whose hands a copy came seemed to take an interest in it. It was the first effort ever made to discuss advertising problems seriously, thoughtfully, earnestly and honestly. It was not long before there were imitators—a good many of them. The diminutive page and absence of a cover were features that seemed to meet a long-felt want in the

minds of many who would bring out a new paper, and specially so if it was anything of the nature of what is usually denominated a house organ. The amount of advertising patronage bestowed upon PRINTERS' INK, and the apparently remunerative prices it commanded, made it seem a flying in the face of providence, on the part of nearly every other advertising agency, to neglect to put out something like it; and soon there were "Journals for Advertisers" to burn. They existed by the dozen and came to be known as PRINTERS' INK's Babies. First and last there have been no less than two hundred distinct and palpable imitations of PRINTERS' INK; and it may be that as many as a quarter of the whole number have kept a foothold till the present time. The crop has not been confined to this country nor this continent. I do not know how the name the Little Schoolmaster in the Art of Advertising came to be applied to PRINTERS' INK, but it was in quite common use before the paper was two years old.

Its advertising space was held at ten cents a line and ten dollars a page, was advanced to \$20, \$30 and \$50 a page; and at the last named prices some contracts were taken by the year for \$2,600 net cash. About this time an announcement was issued offering to sell the first page for a year for \$4,000, and greatly to my surprise, Messrs. N. W. Ayer & Son, the advertising agents of Philadelphia, engaged it at that price, and used it for their own announcements, until two or three years later the price of the inside pages was advanced to \$100 an issue or \$5,200 by the year, and the outside pages to \$200 an issue or \$10,400 a year. This price Messrs. Ayer & Son considered prohibitive, but the page was taken a little later by a publisher of the most prosperous and profitable Philadelphia daily of the time, who renewed the order five times, paying for the service the very considerable sum of \$62,400 for the six years' advertising. There

had been an agreement that a certain proprietary article, in which I was largely interested, should place business with the paper to an amount at least as great as the sums paid to PRINTERS' INK; and it is an interesting fact that the manager of the Ripans Chemical Company asserts to-day that not only did his goods sell better in Philadelphia than they did in New York, although the latter is a much greater distributing point, but also that out of more than \$2,000,000 paid for advertising the Ripans' tabules he cannot now point with confidence to any medium that, in his opinion, produced so satisfactory a result, dollar for dollar, in proportion to the price demanded.

Once while the Ayer concern had the contract for the first page, they negotiated for the last page also for a specified issue. It was at the time when the appearance of the American Newspaper Directory for that year was to be announced. When the Ayer copy came to hand the two pages were found to be devoted to the same thing. Both were announcements that on a specified day, not distant, their own imitation directory, called Ayer's Newspaper Annual, would be ready for delivery; and the weight of the argument, as well as the heading of the two pages, was "WAIT, Wait and get the Ayer Book." It was the only time that I ever saw anything emanating from the Ayer concern that seemed to savor of humor. This, however, was rather funny; for they had succeeded in making an advertising sandwich of our paper by announcing their own enterprise on it, both in front and rear. It seemed as though we actually must make some comment or protest in our own behalf, as we edited and controlled the paper, and I studied a good deal over the best manner of dealing with the problem without taking the joke too seriously. Finally, the heading of their two pages, consisting in both cases of the word "Wait," brought me thoughts of the thousand and one stories one

hears of the traditional slowness of Philadelphia; and at last the editorial to be used took shape in my mind. I am not much of an editorial writer but I made a success that time. I was given first place under the editorial head and this was the beginning and the end of my great effort. It read:

"The Philadelphia Idea—Wait!"

Is it not wonderful how much satisfaction one may sometimes get out of what he thinks a witty rejoinder or retort? and yet how little good ever comes from one, and how much harm frequently results. I am not patting myself on the back as a wit, but the efforts I have made in that direction, and my observation of others, has tended to convince me that the man who laid it down as a general proposition hit the nail pretty squarely on the head when he said that "Next to the butt of the company the wit of the company is the meanest person in it;" and poor Tom Corwin realized this great truth when he spoke the injunction, "Be solemn" and ended with the assertion, "All the monuments are raised to solemn asses."

PRINTERS' INK was not many years old before it began to have trouble with the Postoffice Department. It was a new thing; subscribers could not be had except they knew what was offered to them. The best way to tell this was by the sample copy. The law did not limit the number that might be sent. On one occasion a Member of Congress from Rochester was known to have dispatched a train, consisting of thirteen mail cars, every one filled with sample copies of a single edition of a paper in which he was interested. I will not attempt to go over the ground. At the time we had trouble with the Postoffice Department the Postmaster-General was issuing just such a publication of his own, and in his own name, and the Superintendent of the Census, Mr Porter, had another of precisely the same character, of which sample copies went out by the tens of thousands. Before we got through

with it, we got a Congressional resolution to investigate the usages of the Department, were finally reinstated in the enjoyment of the postal privileges, to which we as well as every other citizen were entitled; but before that, a sum of money, falling but a few dollars short of \$25,000, had been extorted from us in the way of extra postage. The case attracted a good deal of attention; we were plainly in the right, and we got some of the advantage that falls to martyrs—we were well advertised, and within a year or two after the matter was settled, the little paper carried not much less than \$200,000 in advertising patronage within a single twelve month.

The last stroke of trouble we had with the Postoffice Department was a good illustration of the way those things are, or were at one time, managed. We had announced that a certain issue, in addition to the usual amount of reading matter, would contain a list of all the American newspapers that printed regular issues of more than a thousand copies, together with figures showing the regular average issue of each, and that sample copies of that number would be sent to all the people and firms mentioned on specified lists of names. In order that there should be no mistake, a dummy book was made up and submitted to the Postmaster of New York City, with a statement of precisely what was proposed to be done. He took time to look the matter over, submitted it to the authority having most experience with such questions, who said there was nothing irregular about it, and seemed to wonder why we thought there would or could be any question or trouble about it. That particular issue would contain ten or twelve times as many pages as made up the average issue. We sought advertising patronage for it and advertised it by circulars, postal cards, letters, and in the columns of the paper itself, and received many orders.

Our circulars came to the at-

tention of Mr. Leander H. Crall, a special agent in New York for two or more excellent newspapers that were never willing to report their circulation nor to have anybody do it for them. Mr. Crall conceived the brilliant idea that what we had in mind was to secure the distribution of our Newspaper Directory at the one cent a pound rate, thus getting it out to customers for about eight cents a copy, while the book rate would be about forty cents a copy. How he got it into his mind that it would be profitable for us to give away a book we sold for five dollars to the very people among whom we would look for purchasers I have never been able to comprehend. How the Department could see anything in the case, as he presented it, I never could understand. But it did; and it held up that edition, after it had been taken into the postoffice for mailing. They tried to make me take the books away, but I had no use for them; and whatever became of them I do not know, but I brought the New York postmaster into it. He could not see why the issue was held up. The action of the Department was as great a mystery to him as to me. It turned out that there was not and had not been any ruling that would authorize the action taken and to obviate the difficulty, one was promulgated that should be retroactive. It was announced in the papers of the time.

The effect of it, was that a periodical might not issue one number that should be very much larger than its regular issue. And this decision got along at the very time when the Christmas issue of *Life*, *Puck*, *Vogue*, and a whole lot of other periodicals that were usually sold for ten cents, but of which the public got a quarter's worth just then, although regular subscribers got the extra dose without an additional payment. The order had to be rescinded, but I believe it did kill off the practice of mailing the World Almanac, which up to that time had gone through the mails as a reg-

ular issue of the *Monthly World*—if anybody ever knew what that was.

Mr. Crall's part in the post-office action was not known to me until some years later, when the man he employed to prepare his case for submission to the Department gave me the proof, with changes and interlineations, from which the clean copy to go to the Department had been copied. It was so preposterous that could I have known what the Department had before it, I could have removed its objection in the fraction of a minute, and the laugh would have been on the department clerk who, in his ignorance had—honestly enough no doubt—thought he saw a nigger in the fence. It is the scheme of dealing with such things behind a publisher's back, without his having any knowledge that his affairs are being investigated, that has made the management of the office of the Postoffice Department, on questions relating to the transportation of second-class matter, so harmful, so preposterous. PRINTERS' INK has had no trouble now for many years and feels pretty confident that it never will have any more difficulties of the same sort, unless there should be a real rather than an imaginary ground for the Department's action.

I personally appeared before a Postmaster-General and his legal adviser, the Assistant Attorney-General, on one occasion, and the Postmaster-General read aloud the law that forbids admission to the mails, as second-class matter, of publications intended primarily for advertising purposes. Then he looked at the heading of PRINTERS' INK and read there, "A Journal for Advertisers," and turning to the legal adviser at hand asked, "Does not that law exclude this paper?" The legal adviser informed him that there was nothing in the law to exclude a paper devoted to the science, business or interests of advertising as a science, business or interest, but it excluded a publication intended primarily to adver-

tise the business of its publisher, for such a publication would be practically a circular. When the law was new, the postoffice people were inclined to construe it to mean that a paper intended primarily for the purpose of being an advertising medium would be excluded and that "primarily" would apply in all cases where it could be shown that the income from advertisements was greater than that from subscriptions; but finding that such a rendering would exclude most successful newspapers, and practically all dailies, that contention was dropped.

I am not charging Mr. Crall with any improper interest. He is a good citizen, a good man, and as such was only doing his plain duty in attempting to prevent the free distribution of a book like the Newspaper Directory—that tended to make known to advertisers the very information that the good old-fashioned papers he represents, know very well it would be better for them that the public should not possess. Many publishers of periodicals that have an unlimited amount of age, character and prestige, and a quite limited circulation, resent as an impertinence any inquiries, investigations, assumptions or statements having a bearing upon the number of copies they issue.

Little PRINTERS' INK is not a large affair. Its total business, now conducted upon an absolutely cash basis, does not run into the hundreds of thousands, but its present editor and manager, Mr. Charles J. Zingg, gives it undivided and loving attention, and its owner, the writer, has not only a great fondness for it and a great interest in its growing success, popularity and influence, but furthermore, as it does not make serious demands upon his time or energy, he delights exceedingly in spending an hour or two at its office of publication and injecting a word here and there about its management. Without an excuse for going down town, the days, even in New York, would be dull and uninteresting to one in whose

life a business connection has always seemed a necessity.

There is a familiar quatrain that doubtless contains much wisdom:

Tickle the public and make it grin,
The more you tickle the more you'll win;
But teach the public you'll never grow rich,
You'll live like a beggar and die in the ditch.

I have not lived like a beggar, nor do I seem likely to die in a ditch, but I am conscious that in my efforts to teach, in my efforts to show others how things ought to be done, I have ever made more enemies than friends, gathered more kicks than hapence. But then I like to instruct the public; and a moderate amount of misrepresentation or misunderstanding keeps one from having too good an opinion of himself, and everybody knows that the self-satisfied man is about the worst there is.

VALUE OF FAIR DEALING.

The greatest business in a certain great city is done by a store that, in length of existence as compared to the other large stores, is an infant. One of its proprietors had for many years kept a small store in an outlying section, and had earned a reputation for truthfulness and reliability. The other members of the firm had been in the wholesale business and were very favorably known.

When these men joined forces and opened a new retail store a little outside the accepted "shopping district" there were wisecracks who wagged their heads dolefully. "On the wrong side of the street," said one. "Too little to pay any attention to," said another. "Don't understand retail conditions," said someone else.

But careful thought had been given to the project, and retail conditions were understood clearly enough to be considered susceptible of much improvement. There was not a merchant who gave money back, except under strong pressure. It was hard to get goods exchanged. Advertisements were filled with untruths and exaggerations. Salespeople were encouraged to misrepresent. The general idea seemed to be, "Get all the money possible to-day, and let to-morrow look out for itself."

The new firm started out to be different. A very broad general policy was inaugurated. The exchange of goods, or return for refund of money, was invited. The advertisements were facts—never an untruth or an exaggeration.

That was only a few years ago. To-day the small store on the wrong side of the street is the retail giant of the community.—C. A. Peake in the *Drygoodsman*.

CLASSIFIED ADVERTISING FOR MAIL ORDERS.

The growth of the rural delivery route system has given the want ad papers an advertising value for the mail-order advertiser that they formerly did not possess. There was a time when want ads in the big dailies were read almost exclusively by the residents of the cities in which the papers were published. But since it has become possible for the man or woman on the farm to get their morning or evening paper almost as early as the city man or woman, these country people are learning to look over the want columns. It is a medium the mail-order advertiser can well afford to reckon with in planning his campaign.—*Advertising, Chicago*.

A NEW ONE ON HIM.

The manager of the Doemp laundry had advertised for a man.

Early next morning, a mild-eyed young chap appeared, and referred to the advertisement.

"You think you can fill the bill, do you?" asked the proprietor.

"I dunno, boss. I've druv a laundry wagon, but I never druv one o' them other things."

"What other things?"

And the applicant handed him a clipping of the ad, which read:

"Wanted—A man to drive laundry wagon and solicit."—*Baltimore American*.

DAY BY DAY

Year In and Year Out

Every day of the year a statement of the circulation of THE CHICAGO RECORD-HERALD for each day of the previous month is printed on the editorial page.

No other Chicago morning paper prints this constant record.

CIRCULATION FROM JANUARY 1
TO JUNE 30, 1905

Average per day, 148,529

Average Sunday, 202,738

THE CHICAGO
RECORD-HERALD

THE DRUG JOURNALS.

A correspondent who has examined the circulation ratings accorded to the various Drug Journals in Rowell's American Newspaper Directory, directs attention to the fact that out of the whole lot, the *National Druggist* published in St. Louis is the only one that has a circulation rating in Arabic figures. Investigation shows that information upon which such a rating may be based is uniformly furnished by that paper, and almost uniformly withheld by every other publisher of a Drug Journal. Notwithstanding this condition, the Directory accords to two of the reticent publishers a greater issue than the *National Druggist* gets credit for. These are

Western Druggist.....Chicago.
Bulletin of Pharmacy.....Detroit.

Each of these has at times furnished satisfactory circulation statements but the *Western Druggist* has made no report at all since 1902, and the *Bulletin of Pharmacy* has been reticent since 1903.

Our correspondent regards the *Druggists' Circular*, issued in New York at \$1.50 a year, as by all odds the leading Drug Journal in the United States, and says the *National Druggist* of St. Louis comes next. Believing him to have touched upon a matter of some general interest, PRINTERS' INK sought interviews with the publishers of the three Drug Journals issued in New York City. These gentlemen talked freely enough; each believed his own the most important publication in the field; but each expressly stipulated that what he said about the others was not to be published.

An examination of the publications themselves reveals several things: with the exception of the *Pharmaceutical Era*, weekly, and the *American Druggist*, semi-monthly, all the Drug Journals are issued monthly. The subscription price demanded for the weekly *Pharmaceutical Era* is \$3, the semi-monthly *American Druggist* asks \$1.50, the monthly *Druggists' Circular* also demands \$1.50, the *Western Druggist* \$1.25, while the *Apothecary*, *Bulletin of Pharmacy*, and *Retail Druggist* are content with \$1. Some people say that the *Western Druggist* makes offers by which people may get the periodical two years for the subscription price announced for one, or

one year for no more than 25 or 50 cents. The *Druggists' Circular* makes a guarantee of 14,000 circulation a part of every advertising contract.

The *Apothecary* is published by an association of retail druggists. It is a new enterprise, but has some appearance of prosperity. The *Bulletin of Pharmacy* is reported to be a house organ of Parke Davis & Co. and the *Retail Druggist* is said, by an unfriendly critic, to be a "fake" pure and simple.

Of all the Drug Journals the *Druggists' Circular* is the oldest, having been established in 1857. The dates of establishment of all are given below:

<i>Druggists' Circular</i>	established 1857
<i>American Druggist</i>	" 1871
<i>Western Druggist</i>	" 1879
<i>National Druggist</i>	" 1882
<i>Pharmaceutical Era</i>	" 1887
<i>Bulletin of Pharmacy</i> ..	" 1887
<i>Retail Druggist</i>	" 1894
<i>Apothecary</i>	" 1904

Take the various publications in hand, to judge of them by their appearance, and we find the *Druggists' Circular* head and shoulders above everything else. Next in apparent importance we would place the *National Druggist*. In the matter of mere prettiness none goes ahead of the *Retail Druggist*. The *Bulletin of Pharmacy* is gotten out in a style that would be a credit to the great house of Parke Davis & Co., whose house organ some persons assert that it is. The *Apothecary* looks well for a youngster and may be of great importance in a year or two—or it may not live so long. The *American Druggist*, semi-monthly, and *Pharmaceutical Era*, weekly, may be good in their way, and doubtless are, but in the matter of an apparently discriminating advertising patronage they do not seem to be in the class with the *Druggists' Circular*, which would appear to be the king bee of the collection.

THE regular reading of a good daily paper is of itself a liberal education.—Louis Wiley.

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 149,281

RATE 35 CENTS.

AN EMPIRE ON THE
PACIFIC.

"Portland has an established place on the map of the world now, whereas it hadn't before." This assertion was made recently in an address by Frank L. Merrick, manager of the Portland Exposition General Press Bureau. It is no doubt true that the Lewis and Clarke Exposition has opened the eyes of a vast number of persons to the possibilities not only of Portland but of all Oregon and Washington.

On the presumption that easterners might not desire to take the transcontinental trip just to see the Exposition, articles telling of the wonders to be found west of the Rockies have been liberally sent out by the Press Bureau. One of the purposes of the Exposition has been to induce immigration, and articles were prepared on wheat raising, apple culture, scenery, climate, hop growing and in fact everything about the Pacific Northwest that can be offered as an inducement to settlers. The City of Portland, judging from the experience of St. Louis last year, believes that business will be better after the Fair than before, and that the future has a particularly roseate hue. Advertising agents say that the Exposition has been an educator for those who had not previously advertised, and predict that newspaper space is going to be used more liberally by old advertisers.

The great empire of the Northwest, comprising the States of Washington and Oregon, is as large as all the New England and Middle States combined, and yet in 1900 its population compared with these eastern States was only as 1 to 24. Portland was then the largest city, with 90,000 inhabitants, followed by Seattle with 80,000. In 1905 Portland's population is estimated at 150,000, "Greater Seattle" has 175,000, while Tacoma and Spokane, which were hovering around 37,000 apiece in 1900, have each

increased an hundred fold, and have become really important points. "Watch Tacoma Grow" has become the slogan of one of these cities, and this phrase may be taken as an indication of the aggressiveness being displayed throughout the Northwest by Promotion Bureaus and Chambers of Commerce. The country is past the "boom" state, and yet it is filled with enthusiastic and forceful men who are firm believers in the section as a land of promise and who are rapidly developing its resources.

Portland is just now rejoicing over a new short line railroad into the city from Kennewick, Washington, by a water level route, for trains of the Northern Pacific, Great Northern and Burlington systems. It is planned to finish this road next year and when it is completed Portland's importance as a shipping port will be greatly increased. At present the ocean commerce of Tacoma, the western terminus of the Northern Pacific, exceeds in magnitude and value that of any other port on the Pacific coast except that of San Francisco. James J. Hill, preside of the Great Northern Railway, once said, "Tacoma has the facilities," but only this month he asserted, at a banquet in Portland, that "Water follows the line of least resistance and so does commerce." Thus it would appear that Portland is to come into her own, and that a large portion of transcontinental commerce is to be diverted to that city through the one lone break in the Cascade Mountains separating Washington and Oregon from the nation to the east.

The almost overweening faith in his city which a citizen of Seattle possesses would be hard to parallel anywhere else, unless it is in Tacoma, where the mountain which all the world knows as Mount Ranier goes by the name of "Mount Tacoma." But Seattle has out-distanced her competitor in population, and no longer even dreams that the supremacy of Washington will be taken from her. Seattle is a hustling, grow-

ing city, the real center of more than half of Washington.

Spokane cannot really be compared with either Seattle or Portland, for it is an inland city, the metropolis of eastern Washington and northern Idaho. It is 400 miles from the coast, and nearly as far west of the mining towns of Montana. The tributary population is upwards of 400,000.

President Roosevelt has said that he never saw such cities as Spokane and Seattle, and continues, "If my eldest boy was large enough to be choosing a place, I would advise him to locate in one or the other of those cities, and it is a shake-up between them."

It is idle to state that an advertiser must get acquainted with the prosperous people of these two States by means of the papers of the four cities named, each of which has three dailies of general circulation, as follows:

PORTLAND.	
<i>Evening Telegram</i>	21,271
<i>Morning Oregonian</i>	Y C (⊙ ⊙)
<i>Oregon Journal</i> (evening).....	15,204
SEATTLE.	
<i>Post-Intelligencer</i> (morning)....	Y G
<i>Star</i> (evening).....	16,608
<i>Times</i> (evening).....	36,418
SPOKANE.	
<i>Chronicle</i> (evening).....	11,287
<i>Press</i> (evening).....	3,554
<i>Spokesman-Review</i> (morning)...	16,155
TACOMA.	
<i>Ledger</i> (morning).....	14,364
<i>News</i> (evening).....	14,351
<i>Times</i> (evening).....	J K L

All but three of these papers furnished satisfactory circulation statements to Rowell's American Newspaper Directory for 1905, as shown above. In preparing such a statement it was only necessary:

- 1st—To set down separately the number of complete copies printed of each issue during the twelve months preceding the date of the statement.
- 2d—The sum of the several issues should be ascertained and be divided by the number of separate issues, thus showing the average issue.
- 3d—The statement should be dated.
- 4th—The statement should be signed by some person whose authority to give the information is either evident or stated.

A rating by letter, as explained by the KEY below is never given to a paper if the actual average issue has been ascertained. The rating by letter indicates that the

paper will not or does not furnish information upon which an exact and definite rating may be based:

KEY.

- J K L—Less than 1,000
 G—Exceeding 4,000
 C—Exceeding 20,000
 Y—No recent circulation statement has been furnished from the office of the paper, and there is a consequent probability that the last circulation rating accorded to it may be higher than a new statement would warrant.

(⊙ ⊙) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ⊙.—*Webster's Dictionary.*

Perhaps it was a coincidence that the *Oregonian* ceased making statements to the Directory in 1903, when a statement was first received from the *Journal*, which was not established till 1902. Before that the *Oregonian* had reported with fair regularity—the average for 1902 being 28,591, a gain of just eleven copies over 1901. The supplemental statement of the *Journal* in the Roll of Honor shows a healthy growth in circulation from 15,204, average for 1904, to 23,116, average for August 1905. Of course the *Telegram*, and especially the *Oregonian*, which has been awarded the so-called Gold Marks, have the prestige of years, but the *Journal* is a particularly healthy youngster.

It may not be known to everyone that the *Telegram* is practically an evening edition of the *Oregonian*. If the *Journal* proves to be the permanent success its present progress would indicate, it will be the first opposition newspaper that has succeeded in getting a foothold in Portland during all the more than forty years since the *Oregonian* staked out its claim there.

Unlike the *Oregonian*, the Seattle *Post-Intelligencer* seems to prefer silence alike in times of prosperity and adversity. It claims the largest morning circulation north of San Francisco, but either cannot or will not give the figures. In quality of circulation and influence it is A1. The *Times*, in the evening, is head and

shoulders above everything in Washington as regards mere figures. The *Star* is the penny paper of the city and is six years old.

It may be worth while to say a word in passing regarding the *Weekly Times*, which is a good illustration, probably, of the rule that a paper with a declining circulation is reticent about giving the figures. In 1902 the weekly edition of the *Times* showed an average of 6,174, in 1903 the figures fell to 6,167—and then they stopped coming altogether.

In Spokane all three papers are willing to tell what advertisers want to know about circulation. This is especially commendable in the case of the *Press*, which is less than three years old and has a circulation much smaller than the others. The *Spokesman-Review* is one of the high-class dailies of the country, with plenty of news and advertising, and two pages of Want-Ads.

The choice is a simple one in Tacoma, providing you know your own mind regarding the relative merits of morning and evening papers. It is nip and tuck between the *Ledger* and the *News* as to circulation, and they are of equal age. The subscription price of the *Ledger* is \$7.50, while but \$5 is charged for the *News*. The *Times* is a four-page penny paper, according to the Directory, established in 1903. Its average issue is not supposed to exceed a thousand copies, which is the advertiser's unit of value. A great many Seattle papers are read in Tacoma.

This is part of the story told in Rowell's Directory about the daily papers of the larger cities of the Pacific Northwest. Some people will not find it interesting, and others will discover more of interest and instruction in it than they would in a dozen latter-day novels at \$1.08 each. There are people who are real students of the Directory, and they will tell you that they are engaged in a profitable study.

ADVERTISING is news.—Louis Wiley.

IRRESPONSIBLE ADVERTISING AGENCIES.

There have been great improvements of late years in the way that business concerns trying for railroad business manage their advertising department, but there is still for bettering of methods. Not a few firms will not be bothered attending to details, and they prefer placing their advertisements through concerns that make placing advertisements their regular business. When firms doing this work are reliable there is no fault to be found with their methods, but there are always some impecunious men who cannot make an easy living in any other way that are constantly ready to establish advertising agencies, and it is surprising how many of them succeed in making connections to represent legitimate concerns. Very frequently the connection lasts only long enough for the agents to waste the payments they have received from their customers without paying the bills of the advertisers.—*Railway and Locomotive Engineering.*

THE NEWSPAPER AND ITS COMMUNITY.

Speaking of what a newspaper does for a community, United States Senator David Davis, of Illinois, made an address that remains ever green in the memories of newspaper men. He said: "Every year every local paper gives from 500 to 5,000 free lines for the benefit of the community in which it is located. No other agency can or will do this. The editor in proportion to his means does more for his own town than any other man. He ought to be supported not because you happen to like him or admire his writing, but because a local paper is the best investment a community can make. It may not be crowded with great thought, but financially it is of more benefit than both preacher and teacher. To-day editors do more for less pay than any man on earth. Patronize your home paper, not as a charity, but as an investment."—*Newspaperdom.*

MAKE ONE AD TREAD ON ANOTHER'S HEELS.

Spasmodic effort is never advisable. The benefit of advertising, properly understood, is cumulative and consistent. To-day's advertisement must be followed by another to-morrow and still another the next day, and so on. Make them lap over each other like shingles. Even large advertisements lose their force if not reasonably near together. The secret of the advertiser's success is "keep everlastingly at it." Some months ago a man died in New Jersey, reputed to be worth a million dollars. He manufactured toilet powder. A dozen years ago he was one of many manufacturers. When he died he was the manufacturer of toilet powder. He sought new customers and found them by advertising.—*Sentinel, Waterville, Me.*

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.



Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it.

ALABAMA.

Athens. Limestone Democrat, weekly. R. H. Walker, pub. *Actual aver. first 6 mos. 1905, 1,082.*

Birmingham. Ledger, dy. *Average for 1904, 20,176. Best advertising medium in Alabama.*

ARIZONA.

Phoenix. Republican. *Daily average for 1904, 6,559. Chas. T. Logan Special Agency, N. Y.*

ARKANSAS.

Fort Smith. Times, daily. *Actual average for 1904, 5,376. Actual average for October, November and December, 1904, 8,646.*

CALIFORNIA.

Fresno. Evening Democrat. *Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.*

Mountain View. Signs of the Times. *Actual weekly average for 1904, 27,108.*

Oakland. Herald, daily. *Average for 1904, 7,555. Nov. 8,500. E. Katz, Spec. Agent, N. Y.*

San Francisco. Call, d'y and S'y. J. D. Spreckels. *Actual daily average for year ending June, 1905, 62,451; Sunday, 88,558.*

San Francisco. Sunset Magazine, monthly, literary, two hundred and eight pages, 53c. *Circulation: 1904, 48,916; 1905, 60,000. Home Offices, 431 California Street.*

San Jose. Morning Mercury and Evening Herald. *Average 1904, 10,675.*

San Jose. The Haven. "The Californian Monthly." *1904, 6,000; 1905, 25,000.*

San Jose. Town and Country Journal, mo. W. G. Bohannon Co. *Average 1904, 9,125. May, June and July, 1905, 20,000.*

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. *Actual average for 1904, 10,926.*

Denver. Post, daily. Post Printing and Publishing Co. *Average for 1904, 44,377. Average for Sept. 1905, dy. 47,789. Sy. 61,500.*

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Ansonia. Sentinel, dy. *Aver. for 1904, 4,965. 1st 6 months '05 5,111. E. Katz, Spec. Agt., N. Y.*

Bridgeport. Post, daily. *Average for 1904, 10,615. E. Katz, Special Agent, New York.*

Bridgeport. Telegram-Union. *Dy. av. for 1904, 9,206. E. Katz, Special Agt., New York.*

Meriden. Journal, evening. *Actual average for 1904, 7,649.*

Meriden. Morning Record and Republican. *Daily average for 1904, 7,559.*

New Haven. Evening Register, daily. *Actual av. for 1904, 15,618; Sunday, 11,107.*

New Haven. Palladium, dy. *Aver. 1904, 7,857. First 6 mos. '05, over 8,000. E. Katz, Sp. Agt., N. Y.*

New Haven. Union. *Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.*

New London. Day, ev'g. *Aver. '04, 5,855. 1st 6 mos. '05, 6,090. E. Katz, Spec. Agt., N. Y.*

Norwalk. Evening Hour. *Daily average year ending Dec. 1904, 3,317. April circ., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.*

Norwich. Bulletin, morning. *Average for 1903, 4,988; for 1904, 5,550; Nov. 6,482.*

Waterbury. Republican, dy. *Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.*

DELAWARE.

Wilmington. Every Evening. *Average guaranteed circulation for 1904, 11,460.*

Wilmington. Morning News. *Only morning paper in State. Three mos. end, Dec. 1904, 10,074.*

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average for 1904, 55,509 (C.O.).*

FLORIDA.

Jacksonville. Metropolis, dy. *Av. 1904, 8,760. First six mos. '05, 9,028. E. Katz, Sp. Ag., N. Y.*

GEORGIA.

Atlanta. Constitution. *D'y av. '04, 28,888; W'y 107,925. Aug. '05, d'y 40,723; S'y 50,102.*

Atlanta. Journal, dy. *Av. 1904, 42,628. Aug. 1905, 47,898, Sy. 47,502, Semi-weekly 55,958.*

Atlanta. News. Actual daily average 1904, \$4,250. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Atlanta. The Southern Ruralist. Sworn average first six months 1905, 52,833 copies monthly.

Augusta. Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

Nashville. Herald. Average for March, April and May, 1,875. Richest county in So. Georgia.

ILLINOIS.

Chgo. Citizen. Daily Average 1904, 1,195, weekly, 1,127.

Champaign. News. September, 1905, no issue of daily less than 2,970; daily and weekly, 6,100.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100. (C. O.).

Chicago. Breeders' Gazette, weekly, \$2.00. Average circulation to Oct. 1st, 1905, 66,425.

Chicago. Farmers' Voice and National Rural. Actual aver., 1904, 25,052. Sept., 1905, 40,000.

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago. Inland Printer. Actual average circulation for 1904, 18,812 (C. O.).

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 199,490. Average first four mos. 1905, daily 148,928, Sunday 205,501.

★ **GUAR AN TEED** ★
The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. System, monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Av., for year end., Feb. 1905, \$5,750. Issue for Sept. 1905, 60,200.

Kewanee. Star-Courier. Av. for 1904, daily 2,290, wky, 1,275. Daily, 1st 4 mos. '05, \$2,302.

Peoria. Evening Journal, daily and Sunday. Sworn daily average for 1904, 18,525.

Peoria. Star, evenings and Sunday morning. Actual average for 1904, 471,538, \$79,957.

INDIANA.

Evansville. Courier, daily and S. Courier Co., pub. Act. av. '05, 12,618. Sworn average '04, 12,684. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville. Journal-News. Av. for 1904, 14,050. Sundays over 15,000. E. Katz, S. A., N. Y.

Marion. Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Muncie. Star. Average net sales 1904 (all returns and unsold copies deducted), 28,731.

Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1904, 25,816.

Richmond. Sun-Telegram. Sworn av. 1904, dy, 8,761.

South Bend. Tribune. Sworn daily average, 1904, 6,589. Sworn aver. for Sept., '05, 7,218.

INDIAN TERRITORY.

Armore. Ardmoreite, daily and weekly. Average for 1904, dy, 2,063; wky, 8,991.

IOWA.

Davenport. Democrat and Leader. Largest gar. city circ'n. Sworn aver. Sept., 1905, 8,015.

Davenport. Times. Daily aver. Sept., 10,668. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 56,553. Present circulation over 54,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Des Moines. Wallace's Farmer, wky. Est. 1879. Actual average for 1904, \$6,811.

Keokuk. Gate City. Daily av. 1904, 8,145; daily six months, 1905, 8,298.

Muscatine. Journal. Daily av. 1904, 5,240, tri-weekly \$,089, daily, March, 1905, 5,452.

Sioux City. Journal. Average for 1904, sworn, 21,784. Av. for Sept., 1905, 25,953. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City. Tribune. Evening. Net sworn daily average 1904, 20,678; Aug., 1905, 244,011. The paper of largest circulation and advertising patronage. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1904, 2,964. First five mos. '05, 8,396. E. Katz, Sp. Agent, N. Y.

KENTUCKY.

Harrodsburg. Democrat. Best Bluegrass families at 3c. per 1,000. Proven av. cir., 5,582.

Lexington. Leader. Av. '04, avg. 4,041. Sum. 5,597, Aug., '05, avg., 4,549. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, \$6,025 (3c). Beckwith Agency, Rep.

Paducah. Journal of Labor, wky. Accepts only the best class of advertising and brings results from the best class of wage-workers.

Paducah. The Sun. Average for April, 1905, 5,626.

LOUISIANA.

New Orleans. Item, official journal of the city. Av. cir. first eight months 1905, 22,095.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

Augusta. Kennebec Journal, dy. and wky. Average daily, 1904, 6,844, weekly, 2,486.

Bangor. Commercial. Average for 1904, daily 8,991, weekly 28,857.

Dover. Piscataquis Observer. Actual weekly average 1904, 1,915.

Lewiston. Evening Journal, daily. Aver. for 1904, 7,524 (C. O.). Weekly 17,450 (C. O.).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland. Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

MARYLAND.

Baltimore. American, dy. Aver. to June 30, '05, 64,068. Sun., 58,518. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1904, 52,784. For September, 1905, 59,480.

★ **GUAR AN TEED** ★
The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Evening Transcript (C. O.). Boston's tea table paper. Largest amount of week day adv.

Boston. Globe. Aver. to July 1, 1905, daily, 198,075. Sunday, 205,388. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

★ **GUAR AN TEED** ★
The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston. Post. Average Sept., 1905, daily 255,698; 1904, 211,221. Boston Sunday Post, aver. Sept., 1905, 190,075; year 1904, 177,644. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-off paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Banner September of THE BOSTON POST.

Circulation of the Boston Daily Post and the Boston Sunday Post, day by day for the month of September, 1905.

SEPT.	SUNDAY	DAILY.
1.....		234,910
2.....		236,560
3.....	186,700	
4.....		248,570
5.....		244,100
6.....		235,200
7.....		235,460
8.....		233,250
9.....		233,460
10.....	192,800	
11.....		237,000
12.....		234,320
13.....		233,560
14.....		232,870
15.....		233,000
16.....		232,000
17.....	190,500	
18.....		234,400
19.....		231,050
20.....		231,300
21.....		231,500
22.....		230,560
23.....		232,000
24.....	190,300	
25.....		224,100
26.....		233,300
27.....		234,500
28.....		235,350
29.....		235,300
30.....		231,500
Total, Daily Post, 26 days		6,128,040
Total, Sunday Post, 4 days.	760,300	
Daily Average,		235,693
Sunday Average,		190,075

Fall River. News. Largest circ'n. Daily av. '04, 6,955 (3). Robt. Tomes, Rep., 116 Nassau St. N. Y.

Springfield. Good Housekeeping, mo. Average first 5 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester. L'Opinion Publique, daily (C). Paid average for 1904, 4,732.

MICHIGAN.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson. Press and Patriot. Actual daily average for 1904, 6,605. Av. Sept., 1905, 7,240.

Kalamazoo. Evening Telegraph. First 6 mos. 1905, dy. 10,128. June, 10,174. s.-w. 9,688.

Kalamazoo. Gazette, d'y. Fr. end'g May, '05, 10,805; May, 11,087. Largest circ'n by 4,500.

Saginaw. Courier-Herald, daily, Sunday. Average 1904, 10,252; September, 1905, 13,545.

Saginaw. Evening News, daily. Average for 1904, 14,816. September, 1905, 17,896.

Sault Ste. Marie. Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 5,6814.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,295.

GUARANTEE
The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach action most profitably.

Minneapolis. Journal, daily. Journal Printing Co. aver. for 1903, 57,039; 1904, 64,535; first 9 mos. 1905, 67,605; Sept., 1905, 68,048.

GUARANTEE
The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,065.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily, 1904, daily average, 87,927; last quarter of 1904 was 92,222; first six months of 1905 was 96,037; Sunday, 74,448.

CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News alone exceeds 40,000 daily. The paper Direct Tribune is the recognized story.

GUARANTEE
Want Ad paper of Minneapolis.

On September 24, 1905, the Times ceased publication, and the entire subscription list for daily and Sunday was turned over and consolidated with the circulation of the Minneapolis Tribune.

St. Paul. Volkzeitung. Actual average 1904, dy. 12,685, av. 28,637. Sonntagblatt 28,640.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton. Republican. W'y av. last 6 mos. 1904, 3,840. D'y, est. Apr., '04; av. last 6 mos. '04, 500.

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64,113, weekly 199,590.

Joplin. Globe, daily. Average 1904, 12,046. Aug., '05, 15,751. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circ. 1st 6 mos. 1905, 55,535. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (C). Eastern office, 50 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 48,848; average for 1903, 106,625; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Snorn average daily circulation 1904, 12,678. Beckwith Sp. Agency.

NEBRASKA.

GUARANTEE
Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,259. For March, 1905, 16,362. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average year ending January, 1905, 146,267.

Lincoln. Freie Press, weekly. Actual average for year ending January, 1905, 149,251.

Lincoln. Journal and News. Daily average 1904, 24,538; February, 1905, average, 28,052.

Omaha. Commercial. We reach Western business men. Do you want to? Circ'n 1904, 2,958.

NEW HAMPSHIRE.

Nashua. Telegraph, dy. and wy. Daily aver. 6 mos. ending Apr. 30th, '05, 8,286. Avg., 4,150.

NEW JERSEY.

Camden. Daily Courier. Est. 1876. Net aver. circulation for 6 mos. end. June 30, 1905, 8,859.

Elizabeth. Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,818; 3 mos. to Aug. 1, 6,604.

Jersey City. Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,553.

Newark. Evening News. Evening News Pub. Co. Av. for April, 1905, 61,544.

NEW YORK.

Albany. Evening Journal. Daily average for 1904, 18,228. It's the leading paper.

Albany. Times-Union. every evening. Est. 1856. Av. for '04, 20,487; Jan. Feb. & Mar., '05, 25,594.

Binghamton. Evening Herald, daily. Herald Co. Av. for year end. June, 1905, 12,289 (*).

Buffalo. Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 22,702.

Buffalo. Evening News. Daily average 1904, 28,457; 1st six months, 1905, 25,281.

Catskill. Recorder, weekly. Harry Hall, editor. Av. yr. endg. Sept., '05, 5,774; Sept., 5,848.

Corning. Leader, evening. Average, 1904, 6,288. First quarter 1905, 6,422.

Cortland. Democrat, Fridays. Est. 1840. Av. 1904, 2,296. Only Dem. paper in county.

Glens Falls. Morning Star. Average circulation, 1904, daily 2,222.

Hornellsville. Morning Times. Average 1904, 4,188 for year ending July, 1905; 29 R. F. D's.

Mount Vernon. Daily Argus. Average 1904, 2,915. Westchester County's leading paper.

Newburgh. News, daily. Av. for 1904, 4,722. \$300 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly average for 53 issues, 1904, 9,271 (60). Only Military paper awarded "Gold Marks."

Bakers Review monthly. W. R. Gregory Co. publishers. Actual average for 1904, 4,900.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 27,025. present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1904, 25,652 (60).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292.

Gaelic American, weekly. Actual average for 1904, 8,179; for 23 weeks in 1905, 25,150.

Haberdasher, mo., est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (60). D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. Actual aver year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

Pocket List of Railroad Officials, qly. Railr'd & Transp. Av. 1903, 17,992; 1904, 19,547.

The People's Home Journal, 525,166 monthly. Good Literature, 452,335 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Ten and Coffee Trade Journal. Average circulation for year ending October, 1905, 5,651 (*); October, 1905, issue, 5,281 (*).

The Wall Street Journal. Dow, Jones & Co., pub. Daily average first 6 months, 1905, 12,916.

The World. Actual aver. for 1904, Morn., 202,825, Evening, 379,755. Sunday, 425,484.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for eleven months ending June 28, **15,769** copies.

Rochester. Case and Comment, mo. Law. Av. or 1904, 20,000; 6 years' average, 50,108.

Schenectady. Gazette, daily. A. N. Fleety. Actual average for 1903, 11,825. 1904, 12,574.

Syracuse. Evening Herald, daily. Herald Co., pub. Av. 1904, daily 55,648. Sunday 29,161.

Tiles. National Electrical Contractor, mo. Average for 1904, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,142. Sunday, 8,408. semi-weekly, 4,196.

Raleigh. Biblical Recorder, weekly. Average 1905, 8,872. Average 1904, 9,756.

OHIO.

Akron. Beacon Journal. Av. 6 mos. ending July, 1905, 11,198. N. Y. 236 Broadway.

Ashtabula. American Sanomat Finnish. Actual average for 1904, 10,956.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. Sept., 1905, 75,178 daily; Sunday, 78,078.

Dayton. Herald, evening. Circ., 1904, 13,280. Largest in Dayton, paid at full rates.

Youngstown. Vindicator. Dy. av. '04, 12,020. LaCoste & Maxwell. N. Y. & Chicago.

Zanesville. Times-Recorder. Sworn av. 1st 6 mos. 1905, 10,427. Guard'd double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1904 aver., 8,104. Sept., '05, 11,168. E. Katz, Agent. N. Y.

OREGON.

Portland. Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,271.

PENNSYLVANIA.

Chester. Times, ev'g dy. Average 1904, 7,929. N. Y. office, 220 E'way. F. K. Northrup, Mgr.

Erie. Times, daily. Av. for 1904, 14,257. Sept., 1905, 15,195. E. Katz, Sp. Ag. N. Y.

Harrisburg. Telegraph. Dy. sworn av., 6 mos. endg' June, 12,060; Sept. 1, 14,477. Best in E'g.

Philadelphia. Confectioners' Journal, mo. Av. 1904, 5,004; av. 1st 6 mos. 1905, 5,420 (60).

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of September, 1905:

1.....	207,231	15.....	211,255
2.....	199,113	16.....	Sunday
3.....	Sunday	17.....	206,322
4.....	175,261	18.....	204,525
5.....	209,780	19.....	208,497
6.....	207,137	20.....	206,720
7.....	208,644	21.....	206,350
8.....	209,810	22.....	213,579
9.....	259,520	23.....	Sunday
10.....	Sunday	24.....	207,362
11.....	189,242	25.....	206,948
12.....	210,567	26.....	207,449
13.....	210,405	27.....	208,086
14.....	209,984	28.....	204,078
15.....	208,275	29.....	207,740
		30.....	

Total for 30 days, 5,406,075 copies.

NET AVERAGE FOR SEPTEMBER,

207,926 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

Philadelphia, October 4, 1905.

"In Philadelphia nearly everybody reads the Bulletin."

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 598,846. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription.



"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.'"

The Evening Telegraph

READ EVERYWHERE IN
PHILADELPHIA.

SEPTEMBER CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of September, 1905:

1.....	159,380	16.....	164,070
2.....	161,414	17.....	Sunday
3.....	Sunday	18.....	159,765
4.....	164,862	19.....	162,246
5.....	160,381	20.....	163,220
6.....	161,695	21.....	161,569
7.....	160,904	22.....	162,305
8.....	159,972	23.....	165,908
9.....	206,732	24.....	Sunday
10.....	Sunday	25.....	174,355
11.....	157,923	26.....	163,456
12.....	160,710	27.....	164,320
13.....	162,842	28.....	168,278
14.....	162,285	29.....	175,326
15.....	162,644	30.....	181,765

Total for 30 days, 4,809,029 copies.

NET AVERAGE FOR SEPTEMBER,

165,731 copies per day

BARCLAY H. WARBURTON, President.

PHILADELPHIA, October 4, 1905.

Philadelphia. German Daily Gazette. Average circulation 1st 6 mos., 1905, daily 50,396; Sunday 40,155; sworn statement. Cir. books open.

Philadelphia. The Press is a Gold Mark (©) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 115,242.

Pittsburg. Labor World, wy. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.



West Chester. Local News, daily. W. H. Hodgson. Average for 1904, 15,180 (¢). In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence in a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Av. first 3 mos. 1905 225,754. Smith & Thompson, Repts., New York and Chicago.

York. Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average for six months ending June 30th, 1905, 16,818.

Providence. Daily Journal, 17,290 (©). Sunday, 20,416 (©). Evening Bulletin 17,516 average 1904. Providence Journal Co. pub.

Westerly. Sun. Geo. H. Utter, pub. Average for 1904, 4,450. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston. Evening Post. Actual day, aver. for first eight months 1905, 4,265.

Columbia. State. Actual average for 1904, daily 8,164 copies. (©) per issue; semi-weekly 2,251 Sunday 9,417 (©). Act. aver. for first 7 months of 1905, daily 9,031; Sunday 10,594.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (¢). Weekly average 1904, 14,518.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Chattanooga. Crabtree's Weekly Press. Average April and May, 88,082.

Knoxville. Sentinel. Av. '04 11,482. Led nearest competitor 11,000 in advertising, '04, 6 days vs. 7.

Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1st 6 mos. 1905, daily 28,781. Sunday, 55,247. weekly, 84,498. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner-daily. Aver. for year 1905 18,772; for 1904, 20,708. Average March, April, May, 21,857.

TEXAS.

Denton. Record and Chronicle. Daily average 1904, 816. Weekly av. 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '04, 4,211; May, '05, 5,015. Merchants' canvass showed Herald in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 180 Nassau St. N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,905.

VERMONT.

Burr. Times, daily. F. R. Langley. Aver. 1904 2,161; for six months, 1905, 2,566.

Burlington, Daily News, evening. *Actual daily average 1904, 6,018; last 6 mos., 6,626; last 3 mos., 7,024; last month, 7,547.*

Burlington, Free Press, Daily av. '05, 5,566; '04, 6,682. *Largest city and State circulation. Examined by Assoc'n of American Advertisers.*

Rutland, Herald. *Average 1904, 3,527. Average 3 months ending June 1, 1905, 4,181.*

St. Albans, Messenger, daily. *Actual average for 1904, 5,166.*

VIRGINIA.

Norfolk, Dispatch, 1904, 9,400; 1905, June 11, 542, July, 11,914, August, 12,071.

Richmond, News Leader, afternoons. *Actual daily average 1904, 22,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.*

Norfolk, Landmark (©©). *Leading home paper. Circ. genuine. No pads. Van Doren, Sp'l.*

Richmond, Times-Dispatch morning. *Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.*

WASHINGTON.

Olympia, Recorder. *Daily av. 1904, 2,289; weekly, 1,465. Only paper with tele. reports.*

Tacoma, Ledger. *Dy. av. 1904, 14,264; Sp., 18,475; w., 9,524. Aver. 6 mos. ending June 30, 1904, Daily, 15,159, Sunday, 19,771.*

Tacoma, News. *Daily average 5 months ending May 31, 16,327. Saturday issue, 17,495.*

WEST VIRGINIA.

Parkersburg, Sentinel, daily. *R. E. Hornor, pub. Average for 1904, 2,320.*

Wheeling, News. *Daily paid circ., 11,517 (*). Sunday paid circ., 11,938 (*). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.*

WISCONSIN.

Milwaukee, Evening Wisconsin, d'y. *Av. 1904, 26,201; Sept. 1905, 26,450 (©©).*

Milwaukee, Journal, daily. *Journal Co., pub. Fr. end. Sept., 1905, 29,881, Sept., 1906, 42,598.*

Oshkosh, Northwestern, daily. *Average for 1904, 7,251. First eight months 1905, 7,602.*

Wisconsin Agriculturist, Racine, Wis., Weekly. *Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, 25,181; for 1904, 27,254; for year ended July 31, 1905, 40,192. N. Y. Office, Temple Court. W. C. Richardson, Mgr.*

WYOMING.

Cheyenne, Tribune. *Actual daily average net for first six months of 1905, 4,880.*

BRITISH COLUMBIA.

Vancouver, Province, daily. *Average for 1904, 7,426; Sept., 1905, 8,562. H. DeClerque, U. S. Repr., Chicago and New York.*

Victoria, Colonist, daily. *Colonist P. & P. Co. Aver. for 1903, 5,695; for 1904, 4,556 (*).*

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. *Average for 1904, daily, 25,698; weekly, 15,891. Daily, September, 1905, 31,226.*

NEW BRUNSWICK, CAN.

St. John, Star. *Actual daily average for October, November, December, 1904, 6,091.*

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and Evening Mail. *Circulation, 1904, 15,688. Flat rate.*

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. *Average for 1904, 6,000.*

Toronto, The News. *Sworn average daily circulation for June, 1905, 89,439. Advertising rate 55c. flat, run of paper. The largest circulation of any evening paper published in Ontario.*

Toronto, Ev. Telegram. *D'y. av. 1904, 21,884. Aug., '05, 22,808. Ferry Lukens, Jr., N.Y. Repr.*

Toronto, Star, daily. *Daily average first nine months 1905, 58,087.*

QUEBEC, CAN.

Montreal, Herald, daily. *Est. 1808. Actual aver. daily 1904, 25,550; weekly, 18,586.*

Montreal, La Presse. *La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 80,259; Av. Mar., '05, 95,826. Sat., 115,592.*

Montreal, Star, dv. & wy. *Graham & Co. Av. for '05, dy. 55,127, wy. 122,269. Av. for 1904, dy. 56,795, wy. 125,240.*

Sherbrooke, Daily Record. *Guaranteed av., 1904, 4,917; August, 1905, 6,658.*

The Roll of Honor is considered by those publishers who make regular use of it the most effective, cheapest and quickest means of setting circulation figures to date before the American advertisers. The Roll of Honor is a newspaper directory to date; it chronicles the facts of last month, last week—of yesterday.

There is no service like it to be had anywhere—based upon and backed by the rules and requirements of Rowell's American Newspaper Directory, its value to publisher and advertiser becomes of unusual importance.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.50 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aug., 1905, Daily 40,725 (◎◎), Sunday 50,102, Weekly 107,325.

THE MORNING NEWS (◎◎), Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily with in one hundred miles.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎), Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎), Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎), greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

TEXTILE WORLD RECORD (◎◎), Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 11-15 E. 24th St., N. Y.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—An authority of the first order.—Tribune, Charleston, W. Va. E. News prints more transient ads than all other technical papers; 1½¢ and 3¢ a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (◎◎).

D. I. MALLETT, Pub., 205 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

THE NEW YORK TIMES (◎◎), daily, bears "All the news that's fit to print" into over 100,000 homes within 35 miles of Times Square; rigidly censors advertising; quantity of quality.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 115,242.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. 52,540 more advertisements April, May, June and July than same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuming a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,683, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE OAKLAND TRIBUNE—Ten to seventeen classified columns prove its worth.

COLORADO.

THE DENVER POST, Sunday edition, Oct. 15, 1900, contained 5,632 different classified ads, a total of 112 610 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is 50 per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (C. O.), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE TERRE HAUTE STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE INDIANAPOLIS NEWS during the year 1904 printed 125,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 373,730 separate paid Want ads during that time.

THE STAR LEAGUE, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE INDIANAPOLIS STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,353 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The NEWS in December, 1904, printed 13,000 lines, the SENTINEL 4,516 lines, and the SUN 2,630 lines. The INDIANAPOLIS STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE MUNCIE STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

IOWA.

THE DES MOINES REGISTER AND LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE DES MOINES CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE BALTIMORE NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

BOSTON GLOBE, daily and Sunday, first six months of 1900, printed a total of 217,463 classified ads, and there were no trades, deals or discounts. This was a gain of 3,959 "want" ads over the same period of 1904, and was 71,145 more than any other Boston paper carried during the first six months of 1900.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; advertising in excess of 15,000; 1c. word; 5c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

On September 24, 1905, the Times ceased publication, and the entire subscription list for daily and Sunday was turned over and consolidated with the circulation of the Minneapolis Tribune.

THE ST. PAUL DISPATCH IS ALL YOU NEED

In St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily circulation of the St. Paul DISPATCH for August, 1905, was 61,932. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The August want advertising shows an average daily increase of 798 lines over same month in 1904. Seven telephone trunk lines assist in receiving this classified business.

THE MINNEAPOLIS JOURNAL carried over 40 per cent. more Want ads during August, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1903, 57,039; 1904, 64,333; first 9 months 1905, 67,505; September, 68,045.

MISSOURI.

THE Joplin Globe carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1904), 11,359: Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

THE Lincoln Daily Star, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 15,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH Daily Journal—Leading Home paper: 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat: six words to a line. Sample copies, ten cents.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

NORTH DAKOTA.

GRAND FORKS HERALD, Circ. Sept. '05, 6,515. Examination by A. A. June '06. Biggest daily in N. D. La Cote & Maxwell, N. Y. Rep's.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,168. Publishes more Wants than any four Okla. competitors.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE Mansfield News publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 5c.; one cent per each additional word.

PENNSYLVANIA.**WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!**

Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."

Net paid daily average circulation for September: 297,938 copies per day.
(See Roll of Honor column.)

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper.

SOUTH CAROLINA.

THE Columbia STATE (C) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington Daily News is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,576 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads, one cent a word per insertion, cash in advance; no advertisement inserted as less than 20 words; no display.

CANADA.

THE Halifax Herald (C) and the **MAIL—Nova Scotia** the recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,225, Saturdays 115,392—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal Daily Star carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

REMEMBER that when a competitor attacks you, he attacks the weak spot in your business. Be thankful, therefore, and strengthen the weak point. Don't ever make the mistake of showing your competitor his weak points by a counter attack.—*Star Monthly Solicitor*.

In a law case in London it came out that "Dr. Astbury's Pure Herbal Pills; worth their weight in gold. Price 2s. 9d. per box. Dose, three or four at bedtime," were made simply of soft soap and calomel. Nobody had ever heard of a Dr. Astbury.—*Exchange*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 30 cents a line, pearl measure, 15 lines to the inch \$5; 500 lines to the page \$40. For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate HILL, E.C.

NEW YORK, OCT. 25, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

The *Morning News*, of Dallas, Texas, has just celebrated its twentieth anniversary.

SMITH AND THOMPSON have been appointed New York and Chicago representatives of the Trenton, N. J., *Times*.

The New York *Evening Post* has been sued for libel by the Lanston Monotype Machine Co., damages being asked for because of statements published by that paper during the recent troubles over the company's contract with the Government Printing Office at Washington. The traditional \$50,000 is specified.

JOSEPH CASHMAN, the New York special, has become advertising manager of the *Wall Street Journal*.

THE advertisements are as much the news of the day as any other feature of a newspaper.—*Louis Wiley*.

HAMMERING THE PAPER TRUST.

The suit brought by the United States government to put the General Paper Company out of business as a monopoly has already had its effect on the price of paper. Since it was instituted the price has gone down from \$2.25 a hundred to \$1.90, according to the New York *World*. Before the trust was organized the quotation on print paper averaged \$1.80.

NEW INTEREST IN WASHINGTON "POST."

John R. McLean publisher of the *Cincinnati Enquirer*, has purchased a large, but not controlling interest in the Washington *Post*. It is understood that his holdings are those of Mrs. Wilkins, widow of Beriah Wilkins, late editor of the paper, with the interests of her two sons. The latter will continue the management. A valuation of \$1,250,000 is put upon the entire property. Mr. McLean spends the greater part of his time in Washington.

TO PUT THE HARPER BUSINESS ON A NEW BASIS.

The reorganization committee of Harper & Brothers has submitted a plan to the creditors of this old publishing house which will put the business on a sounder basis. Bonds to the value of \$3,000,000 are to be issued, canceling the mortgage that has rested on the house since its troubles some years ago. By a plan put into effect at that time the bonded indebtedness was reduced from \$3,000,000 to \$1,500,000, and annual fixed interest charges from \$200,000 to \$55,000.

THE *Times* now publishes more display advertising than any other newspaper in the City of New York.—*Louis Wiley.*

THE October issue of *Human Life*, Boston, contains an article dealing with the life and personality of Edward Rosewater, publisher of the *Omaha Bee*.

FIRST SEVEN-DAY PAPER IN KANSAS.

The *Capital*, Topeka, Kan., has begun the regular publication of a Monday morning edition, and is the first daily in that State to issue seven days a week. Heretofore a Monday edition has appeared only on special news occasions.

GOES TO BOSTON.

H. W. Dana, for three years advertising manager of the Almy, Bigelow & Washburn department store, Salem, Mass., has left to become advertising man with the R. H. White Company, Boston. Mr. Dana was formerly with the business department of the *Register*, New Haven, Conn.

A PLEASANT BOOKLET ON CREMATION.

A handsome booklet on the subject of "Cremation" is being mailed to readers in New York City by the United States Cremation Co., 350 Broadway. It shows views of the company's crematory and columbaria at Fresh-Pond, Long Island, and gives many opinions of prominent men and women on the subject of cremation, contrasting it with burial. In each copy sent out is a blank application for a certificate to be attached to the reader's will. By payment of \$25 the company provides for cremation of the possessor of one of these certificates on death, thereby assuring the carrying out of personal wishes in opposition to whatever sentiments may be held by friends. Though on an avoided subject, the booklet is extremely pleasant, convincing and in good taste.

TO COUNTERACT GOSSIP.

The New York Life Insurance Company is distributing through the business district of New York a small desk sign inscribed with the words "Forget it."

THE Cincinnati *Enquirer* has acquired a plot of ground adjoining its building, and a new home for the paper is to be erected thereon, the old structure being torn down.

AN OLD WEEKLY.

The Chicago *Middle West*, published weekly by Roy Keator at 153 La Salle street, that city, is now in its sixty-ninth year, and under an active business policy claims to be gaining new readers at a rapid rate. Circulated in a territory that has 20,000,000 people, it is said to be approaching the 100,000 mark, new subscriptions being added at the rate of 1,000 a month. An average of forty columns of advertising is carried per issue.

DEATH OF DEPARTMENT STORE MAN.

Lyman G. Bloomingdale, of the firm of Bloomingdale Bros., New York, died at his country home October 13. Mr. Bloomingdale was born in New York in 1841, and began as a merchant in Leavenworth, Kansas, in 1862. The store bearing the name of Bloomingdale Bros. was established in 1872, with his brother, Joseph B. Bloomingdale, starting in a small place at Third avenue and 56th street. Sales the first year amounted to only \$31,000. Lyman G. Bloomingdale was far sighted and progressive and in 1886 the store had outgrown its old quarters. The business was removed to the present location, at Fifty-ninth street and Third avenue, and since that time the growth of the department store has been steady. In 1896 Joseph B. Bloomingdale retired and Lyman G. Bloomingdale became sole proprietor.

THE Monarch Water Heater Company of Pittsburg have handed their advertising appropriation to Mr. H. H. Porter of the Frank Presbrey Agency.

THE La Grange, Ill., *Citizen* has been acquired by William W. Loomis, formerly of the Boone, Ia., *Evening Republican*, and will be merged with the La Grange *Saturday Call* under one management. The papers have been moved to new quarters and will be published in connection with a general printing business.

HARMSWORTH TO INVADE NEW YORK.

Sir Alfred Harmsworth, the London publisher, has opened a New York office at 150 Nassau street, in charge of C. Murray and N. H. Dubbs, and proposes to begin a campaign for a subscription book known as the "Harmsworth Self-Educator." A heavy advertising campaign will begin shortly, it is said. Incidentally, there is a belief that Sir Alfred intends to invade the American magazine field, either with a selection from his sixty-five British publications or new ones adapted to this country.

A number of the friends of Mr. Geo. P. Rowell have arranged to mark the occasion of his retirement from a long, honorable and successful business career by tendering him a dinner at the Waldorf-Astoria, Tuesday, October 31st, at 7 p. m.

Your co-operation is desired in making this event, as far as possible, worthy of the unequalled services rendered by Mr. Rowell to the cause of advertising, as well as of the high esteem, great respect and affectionate regard in which he is held by all who know him.

Price of dinner, \$10 including wine. Application for as many seats as desired, should be made to the treasurer to the committee in charge—Mr. Philip A. Conne, Saks & Company, Herald Square—not later than Friday, October 27th, and should be accompanied by remittance.

General Stewart L. Woodford will preside.

COMMITTEE IN CHARGE.

FRANCIS H. LEOGETT, Chairman.

ARTEMAS WARD	CHARLES H. TAYLOR
J. WALTER THOMPSON	F. W. AYER
JOHN LEE MAHIN	FRANK B. NOYES
FRANK PRESBREY	H. B. HARDING
W. W. HALLOCK	LOUIS WILEY
PHILIP A. CONNE	M. M. GILLAM
JULES P. STORM	H. F. GUNNISON

F. JAMES GIBSON, Secretary,
Care of New York Times.

EVERY one who puts out a fraudulent or dishonest advertisement, strikes a blow at the value of all advertising.—Louis Wiley.

NEW BRITISH TRADEMARK ACT.

Next April a new trademark act, just passed by Parliament, will go into effect in Great Britain. Changes are not radical, but the new law provides greater opportunities and liberties. A freer definition of registrable marks has been made, trademarks in colors may be registered, the embarrassing regulations as to "disclaimers" have been revised, increased penalties have been put on infringement, new provisions have been made regarding the unauthorized use of the Royal arms, and where a trademark is not used it may be taken off the register.

LEAVES NEWSPAPER ADVERTISING TO GO IN-TO ADVERTISING NOVELTIES.

The interests of C. B. McCoy, publisher and editor of the *Age*, Coshocton, Ohio, will be sold, and he will leave the paper to go actively into the manufacture of advertising novelties with the Meek Company, of that city, making a wide line of advertising novelties. Mr. McCoy has long been a stockholder in this concern, and will increase his holdings. He is also postmaster of Coshocton. The Meek Company's factories comprise a floor space of six acres and about six hundred operatives are employed every working day in the year. Fifty traveling salesmen are at work in every State and territory of the union. The company is now the largest concern in the world engaged in the manufacture of advertising specialties and lithograph signs. The present board of directors of the Meek Company consists of J. F. Meek, E. O. Selby, R. M. Temple, George M. Gray, F. E. Pomerene and C. B. McCoy.

THE *Tea and Coffee Journal* of New York City has filed a statement of circulation with Rowell's American Newspaper Directory, showing an average of 3,631 for the year ending with October, 1905. The publication has been admitted to the Roll of Honor.

THE Murphy Varnish Company of Newark have handed their advertising appropriation for magazine advertising to Mr. H. H. Porter of the Frank Presbrey Company.

THE "BULLETIN" GETS IN LINE.

William Simpson, advertising manager of the Philadelphia *Bulletin*, announces that that paper has adopted a new policy regarding the agent's commission. Hereafter no commission will be paid direct to advertisers who place their own business, and in cases where advertising cannot be had without payment of the commission to an advertiser the *Bulletin* will get along without it. This step places the *Bulletin* in the small but strong minority of newspapers whose most prominent members are the Boston *Globe* and Chicago *Daily News*.

FIVE YEARS OLD.

On October 2, the *Times*, Detroit, celebrated the completion of its fifth year with a special issue devoted to the new tunnel under the Detroit river, which will connect that city with Canada. A complete circulation statement for the five years was printed. The first year's daily average of the *Times* (originally the *Detroit To-Day*) was 24,476, the second year 26,757, the third 24,873, the fourth 29,217 and that from October 1, 1904, to October 1, 1905, was 28,729. This paper, it will be seen, has never hesitated to openly state a decrease and its present advertising patronage seems to indicate that nothing has been lost by this frankness. Every newspaper in Detroit has come down to a penny since the *Times* was started; one paper, the *Tribune*, has been merged with the *News*, and one newcomer, the much-heralded *United States Daily*, started in the interests of trading stamps, failed to secure a foothold.

FOR A PENNY POST AROUND THE WORLD.

John Henniker Heaton, the English postal reformer, has begun, in England, an agitation for a world-wide penny post, maintaining that whatever deficit might follow its immediate adoption would be offset in a few years by increased use of the mails at the low rate. The movement is supported by the London *Times* and many prominent Englishmen, and it is hoped that at the least the agitation may result in a penny post between England and the United States.

FREE LOTS AS A STORE ATTRACTION.

To everyone purchasing fifty cents' worth of goods at the Fraser Dry Goods Co.'s store, Brockton, Mass., on a certain day recently, a suburban lot in a high, healthy location was promised, says the *Dry Goods Economist*. The only additional cost to the recipient was the small one of securing the legal transfer of the property. Nearly 500 lots were advertised, and for more than an hour before opening the store was besieged by a great crowd. At opening time it was found impossible to get the employees in at the front door, and they had to enter by a goods entrance in the rear. When the doors were opened the crowd piled in, paid down fifty cents for some kind of goods and then hurried to the place where a plan of the property was spread out for their inspection. No less than 371 lots were disposed of in one day. The scheme was worked in connection with a real estate company, who bought the land for very little and were satisfied to have the Fraser Company advertise the free gift and give them a place to spread out their plan.

THE Vacuum Cleaner Company of New York has placed its advertising appropriation in the hands of Mr. W. P. Tuttle, Jr., of the Frank Presbrey Company.

CLEVELAND MOTOR CAR COMPANY of Cleveland have handed their advertising appropriation for magazine and trade paper advertising to Mr. H. H. Porter of the Frank Presbrey Agency.

A FINE WINTER BOOKLET.

"Lakewood" is the title of a new booklet from the passenger department of the Central Railroad of New Jersey, New York City. It deals briefly with this famous winter resort, and is particularly admirable for the illustrations, which, though printed from ordinary half-tones, have been given a dull finish that makes them approximate photogravure. The text was written by Walter H. Hayden, advertising manager of the road.

AGRICULTURAL DEPARTMENT AND DOCTORS TO WORK TOGETHER.

The Agricultural Department at Washington will co-operate with the American Medical Association in a crusade against fraudulent proprietary remedies, the latter body, with its membership of 47,000 physicians, referring preparations that are suspected of being not as represented to the department for chemical analysis. The bureau in the past has confined its investigations to patent medicines submitted to it by the Postoffice Department, and this co-operation with the physicians is an innovation. Advertisements of many medicines have been found to contain representations in regard to their quality which have not been borne out by a chemical analysis.

HANDLES MANY LOCAL ACCOUNTS IN PHILADELPHIA.

The Smith, Arrison & Co., advertising agency, at 1011 Chestnut street, Philadelphia, is now managed by E. Everett Smith. The junior partner, Mr. Arrison, died some time ago, but the old name is retained. This agency is important in the local retail advertising field, being especially strong among furniture and carpet advertisers. Mr. Smith estimates that twenty-five per cent of the advertisers in this trade place through his agency, and seventy-five per cent of those who place through an agent. Owing to the fact that Philadelphia papers pay no commissions on local business, many retail advertisers place direct instead of paying a salary to an agent to prepare their copy. Following is a list of the Smith-Arrison current accounts:

Carpets and Furniture—Walker & Linde, 23d street, Columbia Avenue and Ridge Avenue; Fleuhr's, Front street, Susquehanna Avenue, and Emerald street; Syndall, Carrington & Co., 904-906 Callowhill street; Goldsmith & Co., 926-928 Market street; Louis Levy, 29 N. 2d street.

Women's Garments—Louis Stecher & Co.; Jackson's.

Bacharach & Co., Clothing; McCully & Co., Diamonds; Oxford Laundry; Henry R. Halliwell & Sons, Fruiters; Allen's Scrapple; J. W. Mathers & Sons, Coal; Jas. B. Gillies, Purchasing Agent; Baker Bros., Real Estate; Showell & Fryer, Grocers; Hanscom Bros., Grocers; Lewandos, French Dyers, Boston, New York, Philadelphia, Washington.

BIRTHDAY OF THE KANSAS CITY "STAR."

The Kansas City *Star* lately celebrated its twenty-fifth anniversary, its daily edition dating from 1880, when it was established by the present publisher, William R. Nelson. The paper has been remarkably successful financially, with its weekly edition, established 1890, and its control of the old *Times*, which dates from 1838. In a city credited with less than 175,000 people at the last estimate of the Census Bureau it prints daily over 120,000 copies, with as many on Sunday. As a newspaper of character the Kansas City *Star* has become one of the famous journals of the country, clean in its policy and typographical make-up, and aggressive in the defense of its principles. It is gratifying to reflect that a newspaper indulging in principles is conceded to be the best-paying property between St. Louis and San Francisco.

EUGENE A. KENNEDY, a well-known New York politician and business man, has been made business manager of the New York *Daily News*.

PHILADELPHIA AGENCY EXPANDING.

The Clarence K. Arnold advertising agency, formerly in the Bourse Building, Philadelphia, has moved to larger quarters in the Mint Arcade. This building, it is said, is on the only plot of ground in that city where money was ever made without advertising, for it was formerly occupied by the United States Mint. The Arnold Agency is only three years old, but has already become an important factor in the general advertising situation in the Quaker City. Many prominent magazine and newspaper accounts are handled, among them being A. B. Kirschbaum & Co., Art Loom Tapestries, Block Go-Cart, A. N. Chandler & Co. (bonds), Lit Bros., Sparrow's Chocolates, Uncle Sam Shoes, Boot & Shoe Workers' Union, American Credit Indemnity Company, Hapgood's Bureau, La Reclama Cigars, Schoenhut Co., toys, Philadelphia, and others.

DEATH OF W. F. STUDE- BAKER.

Wilbur F. Studebaker, only son of the late Peter E. Studebaker, and a member of the carriage and wagon company at South Bend, Ind., died October 14 in New York City. Mr. Studebaker was forty-nine years old, went to the Pennsylvania Military Academy, and when quite young entered the employ of his father at the factories in South Bend. After some years of work in the plant he was made manager of the Chicago office. Ten years ago he moved to New York. He maintained an office in the company's store at Forty-eighth street and Broadway. Mr. Studebaker is survived by his second wife, who was a Miss Moore of Chicago, and by a daughter, Mrs. Robert Stewart of Philadelphia.

A TRACT of sixty-eight acres has been purchased on Staten Island by Procter & Gamble, makers of Ivory Soap, who will erect there an eastern manufacturing plant costing \$3,000,000.

NEW AFTERNOON PAPER IN LOS ANGELES.

The new *Evening News*, announced for publication by Sam T. Clover in Los Angeles, Cal., appeared on October 2, making the sixth daily in that city, and the third evening paper. The *Evening News* is a decidedly healthy looking sheet, modeled typographically on the *Evening Post*, Chicago, of which Mr. Clover was formerly publisher. It sells at one cent, or twenty-five cents a month, and is said to be the first daily paper of more than eight pages offered to the public for this price west of the Missouri River. The initial issue had twelve pages, and the publisher claims that advance orders put it into the hands of over 100,000 readers. The Los Angeles *Evening News* gets the Scripps News Association service. C. A. Hughes is business manager.

REVENUE RULING EX- EMPTS TOILET ARTICLES.

The recent ruling of the Internal Revenue Bureau, whereby proprietary remedies containing a certain percentage of alcohol will be brought under the liquor laws, does not apply to essences, flavoring extracts or toilet preparations, whatever the quantity of alcohol contained therein. But these must be articles sold as culinary or toilet preparations, not as beverages. Many such articles are sold in prohibition States as beverages and contain a high percentage of alcohol. In that event, an internal revenue stamp is necessary. It is also announced that malt extracts and similar beverages sold for medicinal use must stand analysis as genuine medicines, else be subjected to the beer tax.

ACCOUNT SPLIT IN TWO. SPHINX CLUB IN ACTION AGAIN.

The Chicago, Milwaukee & St. Paul advertising, which has heretofore been handled by Lord & Thomas, is to be split into two divisions. N. W. Ayer & Son will place all magazine business, while newspaper advertising is to be placed direct from the office of the company. The Chicago, Milwaukee & St. Paul is one of the most extensive advertisers among the railroads, and under Charles S. Young, the road's advertising manager, has been very conspicuous for new departures the past two years. Mr. Young was trained under J. M. Campbell, formerly advertising manager of the Rock Island and now with Ivory Soap. Some of his innovations have been startling. A few months ago he inaugurated the policy of supplying newspapers with wreck news from the railroad's own wires, in the belief that an authentic account of disasters would do less harm than a report secured against opposition and secrecy. The result was so happy that this has been adopted as the regular policy of the St. Paul.

SONG OF THE OUT-OF-DOORS.

BY HERBERT BASHFORD.

Come with me, O you world-weary, to the
haunts of thrush and veery,
To the cedar's dim cathedral and the palace
of the pine;
Let the soul within you capture something of
the wild wood rapture,
Something of the epic passion of that har-
mony divine!
Down the pathway let us follow through the
hemlocks to the hollow,
To the woven, vine-wound thickets in the
twilight vague and old,
While the streamlet winding after is a trail of
silver laughter,
And the boughs above hint softly of the
melodies they hold.
Through the forest, never caring what the way
our feet are faring,
We shall hear the wild birds' revel in the
the labyrinth of Tune,
And on mossy carpets tarry in His temples
cool and airy,
Hung with silence and the splendid, amber
tapestry of noon.
Leave the hard heart of the city with its
poverty of pity,
Leave the folly and the fashion wearing out
the faith of men.
Breathe the breath of life blown over upland
meadows white with clover,
And with childhood's clearer vision see the
face of God again!

—*Cosmopolitan* for October, 1905.

The first meeting of the Sphinx Club this season was held at the Waldorf, New York, October 10, George P. Rowell presiding in the absence of President George H. Daniels, whose presence was rendered impossible owing to the recent death of Mrs. Daniels. The most important business was the annual election of officers. Frank Presbrey was unanimously chosen president for next year, F. James Gibson succeeds himself as secretary, W. W. Hallock continues as treasurer, and the vice-presidents are Louis Wiley, John Adams Thayer, Harry L. Kramer, C. A. Carlisle and Joseph Beecham. Medill McCormick, publisher of the Chicago *Tribune* and Cleveland *Leader*, was the leading speaker of the evening, addressing the club on "The Ideal Rate Card." C. W. Post spoke on his work of fighting unfair labor unions by means of newspaper advertising, attacking publishers rather briskly in the course of his remarks, and replies were made by Louis Wiley, of the New York *Times* and Mr. McCormick. The following committees have been named by President Presbrey: Executive Committee: Philip A. Conne, chairman; Frank A. Munsey, C. D. Colman, A. J. Meister, C. M. Palmer, Medill McCormick, S. Keith Evans, George Batten, David Williams. Membership Committee: Artemas Ward, chairman; Henry Drisler, George Ethridge, Walter Hammitt, W. W. Seeley, Malcolm H. Ormsbee, F. A. McNamee. Speakers' Committee: James O'Flaherty, chairman; Clarkson Cowl, John R. Butler, C. R. Barlow, James White, R. S. Wood, Jules P. Storm. Entertainment Committee: Theodore H. Lee, chairman; J. Rowland Mix, A. H. Hunsicker, William Loruenser, Robert Frothingham, J. W. Kennedy, Paul Meyer. Dinner Committee: W. W. Hallock, chairman; John Lewis Childs, Thomas H. McInerney, E. D. Gibbs, Percy B. Bromfield, Samuel Brill, F. R. R. Huntsman.

CHARLES H. EDDY, the New York Special Agent, has placed Robert J. Virtue in charge of his Chicago office, at 445 Marquette Building. For a number of years past, Mr. Virtue has been connected with the main office in New York. The papers he will represent in Chicago are the Milwaukee *Evening Wisconsin*, the Pittsburgh *Post*, the Boston *Transcript*, Providence *Journal and Bulletin*, Springfield *Republican* and Hartford *Courant*.

THE IDEAL RATE CARD.

The leading address at the opening meeting of the Sphinx Club was delivered by Medill McCormick, publisher of the Chicago *Tribune* and Cleveland *Leader*, on the subject of "The Ideal Rate Card." Mr. McCormick has had experience with the old-fashioned schedule now being abandoned by many conservative newspapers, for the Chicago *Tribune* had such a card when he took charge of its business affairs. He has also had experience of the simple rate card, for he began by reforming the *Tribune's* schedule. His paper was listened to with great attention. Among other things he said:

Newspaper rates are like railroad rates in at least two phases. Differentials and discounts for tonnage. Advertising is singularly like transportation. Its cost is based upon the ability of the advertiser to pay the freight—upon his ability to sell goods in the field in which the medium circulates, upon the density, the quality and the buying power of the population reached. In short, I make bold to suggest that the inequalities if not the inequities of railroad rates, have their counterparts in the newspaper business. The fault usually lies in the minimum rate, which should be the basis of the cost of advertising. There is one newspaper in Chicago which makes a discount of 50 per cent to the large users of space. I plead guilty myself. After spending six months in revising the cards of the Chicago *Tribune* I barely modified the existing discounts of 40 per cent. I believe that 20 per cent is enough, but I was compelled to make a rate to meet both competition and the increasing cost of production. My initial rate might be lowered if my minimum rate were higher. I think it is fair to say that on a morning newspaper of 150,000 circulation, and an evening newspaper of 200,000 circulation, the maximum rate should be 40 cents and the minimum rate about 30 cents. The smaller

newspapers must charge proportionately more, like the smaller railroads, because certain fixed costs are approximately, or rather, proportionately larger. The charges for position should be inconsiderable beside those now generally in force. Position if sold at all should be put within the reach of the advertiser instead of prohibited by the price. I have fixed a higher rate for the morning than the evening newspapers for three reasons: First, the higher cost of production on the morning paper. Second, the higher quality of its circulation. Third, the ability of the character advertisers to pay a higher rate than the man who sells goods by price alone. I might add that the condition which permits a higher rate per line per thousand for magazine than for newspaper advertising, confirms my position. The morning paper has a more permanent place in the family than has the evening paper. The question of differentials in certain lines of business is more difficult of solution than the basic rate for general business. Amusements are usually allowed no discount. Sometimes they are charged a rate higher than the maximum charged for other lines of business. The same is frequently true of financial advertising, as well as of "medical," as distinguished from "patent medicine" business. Book publishers, schools and resorts usually pay the minimum rate, or less. I believe we may say of advertisers who profit by differentials, as of those who suffer or profit from excessive discounts, that the practice and not the principle is unsound. The differentials run mad. Newspaper publishers excuse themselves because of the desirability of school, book and resort business from the point of view of the reader. I do not believe that any of these lines have a value or an interest greater than any good commercial article exploited generally, or by the local merchant. The reason for the low rate is the inability of these three classes of advertisers to pay more. The reason is sufficient. Discounts and differentials are excessive. Initial rates are too low. Let me suggest a rate based on 150,000 circulation: The initial or one-time charge should be 40 cents per line. For 1,000 lines, 37½ cents per line; for 2,500 lines, 35 cents; for 5,000 lines, 32½ cents; for 10,000 lines, 30 cents. The lines of business which now pay the maximum charge, as for instance, amusements and financial should pay no penalty for their necessities, nothing above the initial rate. That rate they should pay because of the liberal notices they receive in the columns of the newspapers and because the comparatively large returns on a comparatively small use of advertising space, warrants a high rate. The lines of business which are receiving the minimum or less than the minimum rate should be raised 10 per cent each year, until they pay 30 cents per line. It is the catch-penny policy which has created the abomination of excessive discount and differential, which is now the chief weakness in newspaper rate making.

"DE GANG" TURNS TO ADVERTISING.

PHILADELPHIA'S REPUBLICAN ORGANIZATION, AFTER ITS TREMENDOUS POUNDING, FINDS IT NECESSARY TO PLEAD ITS CAUSE THROUGH THE ADVERTISING COLUMNS—ONLY FOUR CANDIDATES RUNNING, BUT BETWEEN \$30,000 AND \$50,000 IS TO BE SPENT.

Philadelphia daily papers are now carrying large advertisements of the Republican Party three times a week, half-page and full page spaces being taken to set before the public the arguments of Boss Durham's organization. Only four city officials are to be elected this fall, as the terms of the mayor and council do not expire until next year. A sheriff, coroner and two county commissioners make up the ticket, but the present campaign has gone beyond a contest for these offices, and is really a test of strength between the Republican organization under Durham, which has been om-

gas troubles last summer, a thorough political housecleaning was administered to the Philadelphia poll lists. Sixty thousand names of voters used by the gang were stricken from the rolls as fictitious. These, in former campaigns, were wielded by the machine in such a way that no matter what opposition was brought at the polls there were always enough gang votes to carry the Republi-



DEBATING OF SIGNS "PHILADELPHIA RECORD"

WANAMAKER'S NEWSPAPER TRUST AND POLITICAL SYNDICATE

When you read about Politics in the Philadelphia Newspapers

REMEMBER THAT
WANAMAKER'S SYSTEMS ABSOLUTELY
DOMINATE AND CONTROL

**The Philadelphia
Record**

WANAMAKER IS "THE" OWN

**The
North American**

WANAMAKER IS SO-LAW (WANAMAKER'S)

**The Evening
Telegraph**

AND THAT
**The Philadelphia
Press**

with Every Week always looking for an office.
But none for years ending, killed the WAG-
MAKER's Conspiracy.

WANAMAKER, instead of opposing, to the Republican through the party primaries in 1904 he has been for a year in the United States Senate, or for other official positions. He spent over a million of dollars in financing, support, party wrangling, and in employing leaders of the Republican Party and continually undermining the government and institutions of Democracy.

A vote for the LINCOLN or CITY PARTY means a vote for
WANAMAKERISM and a vote against REPUBLICANISM.

A GANG CIRCULAR.

nipotent in the Quaker City for years, and the Democratic or City ticket, which is headed by Mayor Weaver and the reform element. Nobody really knows what the outcome will be, though both sides are confident, for after the scandal that was bred by the famous

REMEMBER THAT

MAJOR WEAVER has secured the Republican
Party ticket, and has been nominated
for Mayor.

MAJOR WEAVER's private account "Inner Judge"
for Corbett's Dismissal is also named
for WEAVER.

FRANKLIN S. BROWN, who organized the City
Party and was, in 1900, City Chairman
of WEAVER's election, is also named
for WEAVER.

A. A. VAN VALKENBURGH, the WEAVER political
manager, and editor of the WEAVER (Philadelphia)
newspaper both within and without the State
with complete open Republicanism.

GEORGE S. HAPPEL, Philadelphia organizer of the
Lincoln Party, is one of the allies of WEAVER's
Philadelphia Board.

WANAMAKER'S money is used open to support
the City Party and the Lincoln Party at the
polls, to help the Republican Party.

A. S. TUCKER, known as the City Party who was
one of the Philadelphia Board of 1900, is also
named for WEAVER, in financial aid of
WANAMAKER's election.

JAMES GAY GORDON, an opponent for Governor,
through WEAVER to help, control the Phila-
delphia City party and through WEAVER, he
helps the WEAVER's newspaper to help
WANAMAKER's election.

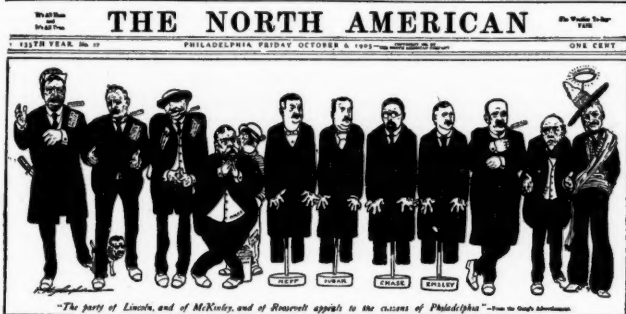
WANAMAKER is named to meet after the Fall,
as he has been systematically retained in every
office by the gang to destroy the Republican
Party through direct election by Democracy.

can ticket, and as a consequence the machine cared nothing for newspaper opposition or comment. With the machine's fictitious voters gone, however, the campaign is being conducted on its merits, and far from being intolerant of newspaper comment this fall the organization is buying newspaper space liberally in papers opposed to it politically. Only the *Inquirer* and *Evening Item* are friendly to Boss Durham's forces. The *North American*, *Kecord* and *Evening Telegraph*, which are controlled by the Wanamaker interests, have developed bitter opposition to the Republican organization, while all other Philadelphia papers are either with the reformers or remain neutral. The gang's expenditure with each paper used aggregates at least \$5,000 a week, the ads appearing Mondays, Wednesdays and Saturdays in the *Record*, *North American*, *Bulletin* and *Public Ledger*. The campaign lasts six weeks, and besides \$30,000 worth of newspaper space that will be employed, the Republican organization has contracted liberally for bulletin boards, electric signs and posters, and is also scattering booklets and literature. While the

Inquirer and *Item* carry no paid gang advertising, it is believed that both receive an equivalent compensation, partly for free copies.

In this political propaganda—probably the most extensive that has ever been conducted by means of paid advertising—many humorous incidents develop from day to day. The *Inquirer* and *North American* permit politics to color local news, the latter paper often printing in its editorial columns a statement of the cost of the gang's advertisement that appears in the same issue, with some such comment as "It's a shame to take the money" or "Who pays for it?" The latter question has not been answered satisfactorily, but there is no question as to the credit of

campaign grows warmer this advertising will undoubtedly have considerable weight. One argument employed is that of party—"Vote the full Republican ticket—vote for the party of Lincoln and Roosevelt." Another is directed against the Wanamaker interests, which have long been prominent in Philadelphia and are sufficient, in connection with the reform movement, to win many voters over to the machine. John Wanamaker is described politically as a man extremely popular with women, but distrusted by men—the voters. His well-known religious principles do not tend to make him popular, and according to those who know the ins and outs of political Philadelphia the merchant-prince is not generally re-



"The party of Lincoln, and of McKinley, and of Roosevelt appeals to the citizens of Philadelphia."—From the Graphic Advertisement.

the Republican organization, as its advertising is placed by one of the most reliable agencies in the city. "Are the corporations still paying to the gang the money of their stockholders?" asked the *North American* on the morning that a full-page advertisement appeared. "It is a costly business to do acres of advertising, and to cover walls with posters."

Anyone living outside of Philadelphia, with the popular uprising of last summer in mind, might wonder what such an organization as the Philadelphia machine could put forth in the way of convincing advertising argument. As advertising, however, its newspaper announcements and bulletin legends are not wholly unconvincing. It is said that as the

dited with a large bump of sincerity. Whether these reports be true or untrue, they form one of the machine's strongest advertising arguments, and will probably be employed to excellent purpose in its publicity. The first advertisement printed by the gang asserted that the newspapers of Philadelphia are controlled largely by Mr. Wanamaker, and that they have denied the gang a hearing except by paid advertisements. This is hardly true, however, for with one or two exceptions the Philadelphia newspapers have reported both sides fairly in the news, reserving all bias for their editorial columns.

The Republican signs are scattered through Philadelphia's central district, and along suburban railroad lines. It is rumored that

the copy for them is written by United States Senator Penrose, and much fun has been poked at the legends. Two sign painters were recently discharged for permitting the legend that was to be painted next to get out before it appeared on the boards. At Mar-

this familiar advertising character, with his knowing wink, was photographed for the opposition papers. Another gang sign had the phrase "Mayor Weaver is a Shrewd Schemer," says Dr. Parkhurst—"Vote the Full Republican Ticket." This quotation was

SOME OF THE FACTS WHICH HAVE NOT BEEN EXPLOITED IN THE SUBSIDIZED NEWSPAPERS



THE Republican Party in Philadelphia has put up a ticket that is composed of men who honestly believe in progressive reform.

These candidates are hearty and consistent advocates of pure elections, of personal registration, of good government.

They have nothing to explain away.

It is the opponent of Republicanism who is now forced to do the explaining.

Since James Gay Gordon, Demo'at, took possession of the office of the Mayor in order to play a very cunning Political Game, the City Hall has become a gathering place for Intriguers. It is becoming perfectly apparent to thinking persons that the "reform" that was promised was a mere blind to cover political operations. The result is that the Intriguers are forced to defend themselves, for the throwing of policemen and firemen into politics has become notorious, the ordering of clerks in the civil service to violate every civil service rule can no longer be denied, while the assessment of city employees to provide campaign funds can no longer be concealed.

These are all matters that the public have been informed about, and the opponents of the Republican ticket have been driven into a corner where they are bound to take the defensive.

Reform has been practically abandoned. Starting with the proposition that the city has been robbed and that corruption is widespread, the Gordon-Weaver Machine has steadfastly refused to produce the evidence.

It has relied upon sweeping charges.

It has held up every public improvement.

It has played with typhoid fever.

It has toyed with death at the grade crossings.

It has refused to build the municipal hospitals and the almshouse, for which the money is waiting.

It has blocked the Parliway.

It has refused to permit a spade to be turned in the city.

It has thrown thousands out of work.

It has played The Game to the limit, and it has expected the people to follow after it.

But when a movement is insincere the time always comes when its pretensions are punctured. That time has come with the exposure of the Gordon-Weaver Intrigue.

The distinct promise was for an administration for the people. The people were to be allowed to run politics. The policemen and the firemen and the city employees generally were to be kept out of politics.

The promise has been broken.

The Gordon-Weaver Political Game depends for success upon dragging all the city employees into following the banner of Intrigue.

The property of the citizens of Philadelphia is left to the raids of thieves while the police play The Game.

The firemen are taken from their station houses to advance the interests of the Intriguers.

The City Hall clerks are forced to join marching clubs and carry the banner of Gordonism.

What is more, while the public is given to understand that the employees of the city shall not be assessed for political purposes, the fact remains that they are assessed.

Hypocrisy wants the money for The Game, but hypocrisy insists that the money shall be handed over in secret. It is a crime not to contribute. It is also a crime to be caught in the act. It is necessary that the people shall be hoodwinked.

Story of the Last Few Days:

From the beginning all information concerning the expensive investigations into situation contracts has been denied. The people know only that Mr. Parsons, the expert engineer, long ago retired, with the verbal report to the Mayor that he had found nothing wrong. The people also know that the auditing committee, composed of New York experts, handed in their final report many weeks ago and that the commission has refused to make it public. It is also public information that Mr. Hill, late Chief of the Filtration Bureau, has been doing his best to get a trial and that all sorts of obstacles have been thrown in his way. At last a date—the 17th of October—has been fixed when he will be able to face a jury. When the Hill trial comes off, we shall all know whether there has been corruption or whether the Gordon-Weaver Political Game has been played on mere bluff.

The people are entitled to know the exact facts. They will know shortly.

Another development is the repudiation by Councils of the Mayor's position concerning grade crossings, a position which has been false from the start.

He has appealed to the misinformed for support.

The informed are entirely satisfied that he is absolutely wrong.

He has been working special interests at the expense of the general interests.

He has been willing to leave the most important grade crossings, those along Ninth street, to the furies.

He has been trying to deceive the Richmond section of Philadelphia into the belief that he has money on hand to apply to the crossings there, when, as a matter of fact, he has not one single cent.

When the Mayor gets ready to drop partisan politics he can come to terms with the Reading Railroad in five minutes.

He voted a proposition to submit to the people the question whether they would sanction a loan of \$4,000,000, one-half of the estimated cost of removing all crossings, on the ground that the people would have to pay interest on money that might be needed just yet. As a matter of fact, the loan would be under his own supervision, and he would not have to negotiate until the moment that it was needed. The loan would give him every possible backing. The trouble is that the Gordon-Weaver Game of Delay and Hold Up does not and cannot work. Plainly, Councils have taken a different view. The people will be able to vote on the matter themselves.

Other recent developments make it certain that the bulk of the German-American vote is opposed to the City Ticket, that the Democratic vote cannot be rounded up for a movement that is engineered by James Gay Gordon, who is the actual Mayor of Philadelphia; that the people as a whole are beginning to find out for themselves how filthy is the structure of a political machine that orders the policemen and the firemen and the clerks into politics; that holds up every possible public improvement, that plays the grade crossings against death; that toys with pure water and encourages typhoid; that refuses to investigate the taking of "gifts" in the Police Department, and that permits and even connives at the abandonment of protection for the public in order that a Political Game may be played.

Meanwhile, there is a Republican ticket in the end, and it stands for the purity of the ballot, for personal registration and for every possible reform that an intelligent and progressive public demands.

ket and 32nd street an old Wilson Whiskey bulletin was utilized for the injunction "Vote the Full Republican Ticket," but through a short-sighted error the painters left the head of the Wilson highball chap above the board, and

branded as a lie by Dr. Parkhurst, whose real remark, made in a newspaper interview, was "It is fortunate for Philadelphia that Mayor Weaver is a shrewd politician."

The question of permitting the

machine to use advertising space was given very careful consideration by some of the Philadelphia publishers before contracts were made. Ethically, it was decided that to refuse to run the copy, so long as it is unobjectionable, would amount to denying fair play and barring the Durham interests from the right to a free press. No paper in Philadelphia has refused it. While paid advertising has been used extensively in many other places during former political campaigns, perhaps in no instance has so much money been spent to elect four comparatively insignificant officials, nor has this sort of publicity been resorted to in a political situation so peculiarly interesting. The results at the polls in November will decide whether the Republican organization is still dominant in Philadelphia. In the event of its defeat it may be kept out of power for many years, if not wholly overthrown. This is why money is being spent so freely.

THE WASTE AND MISUSE OF GENERAL ADVERTISERS' MONEY.

There is scarcely any line of business in which so much money is annually spent as in advertising. There is certainly no business in which so large an amount of money is wasted. That this waste or misuse of money can be largely reduced there seems to be no doubt, and the advertiser who spends the money and has to stand the result of its use can by careful investigation of the reputation and methods of the various agencies, unquestionably increase the efficiency of his advertising appropriation.

The question arises, what principles should govern the best advertising agencies? In considering this the individual standing and abilities of those conducting the business will, of course, be carefully considered. Next in importance, and it is doubtful as to whether it is secondary to the question of personality, is the relation between the agency and its

patron, the advertiser, and the advertising mediums with which it spends its customer's money. If the agency faithfully and conscientiously represents its advertiser, it must have no interests which may in any way conflict with its freedom and ability to place its business in the mediums that will give the largest returns. The agency is a buyer of space and not a seller of advertising. It is a salesman's duty to get the highest price he can for his goods, while it is the buyer's duty to get the best quality he can for the lowest price. An agency, therefore, which is interested directly or indirectly in selling merchandise to the papers or periodicals from which it buys advertising space, is not in position to either get the lowest prices or the best service, particularly the latter. It must have absolutely no entangling alliances if it is to give full value. The selling of merchandise to a newspaper which has space to dispose of naturally creates an obligation on the part of the agency to use more or less of that space whether it be worth the price asked or not, or whether it be as valuable as other space in other papers. The solicitation of business from the newspaper directly or indirectly must and does affect the agency's judgment. The periodical declining to respond to requests for merchandise orders is apt to be set aside for the weaker periodical, which, needing business, sends its orders to the advertising agency or some of its allied concerns. The result must be patent. The advertiser should, therefore, ask his agency in all cases whether it is interested in getting business from newspapers, or has any alliance, directly or indirectly, with the concerns which are selling these papers. If any such relation exists the advertiser may be sure that he is not going to get the very best service. He should insist that his agency should not pay for advertising in goods nor solicit trade of the paper which it patronizes. It must keep itself absolutely free from any obligations to the publications

which it uses. As stated above, such an agency should have absolutely no entangling alliances. It must be free to place its business with the best mediums for the particular line of business which it is handling. It must not be under obligations for business extended or for any other reason to give any amount of business to certain papers. It must be at liberty to transfer its entire business or any portion of it from one publication to another so as to insure its patrons getting the best results at all times.

The agency should also be asked when and how it pays its advertising bills. Certain agencies have the most unenviable reputation for delaying payment of bills as long as it is possible for them to do so. I have repeatedly known publishers being obliged to take journeys of considerable length in order to get settlement for advertising bills from an agency. Many an advertiser's money is used in ways and for purposes other than in paying for his advertising for months after he has paid the agency.

While many advertising agencies do not give the best of service or even honestly attempt to do so, there are a considerable number which do business in a creditable, honest and honorable manner. They represent their advertisers and no one else. They do not try to make money directly or indirectly out of the publications which they use. They charge a fair rate for their service and they give full value to their advertisers. They persistently and wisely refuse to solicit business from newspapers with whom they deal. They pay cash for all advertising and pay it promptly when bills are rendered. Their standing with the business office is excellent, and they are in position to give the very best returns on all business given them. Encourage that class and discourage the others, and the advertising business will be elevated as a result.—*Newspaperdom*, Aug. 17, 1905.

A WAR-TIME ADVERTISING MEDIUM.

Henry C. Ezekiel is now at work gathering a collection of encased postage stamps which circulated during the Civil War in place of the regular metal coin. The case was the invention of John Gault, of Boston, and was made a necessity on account of the people hoarding metal coin until they were able to sell at high premiums. Gault secured the consent of Congress to issue the cases in lieu of regular coin. They were made of brass and mica. The cases were sold at an advanced price to the merchants whose names or advertisements appeared on them for the purpose of circulating them as currency. Mr. Ezekiel has been gathering facts about the issue of these peculiar coins and finds that they were put into circulation by thirty-one firms, and up to the present time has found records of 172 different names, varieties and denominations. In this list there were only six dry goods firms in this country to issue the cases, and four of these were Cincinnati houses. The patent medicine men of those days resorted to the use of the cases for advertising purposes, as did several of the Eastern hotels. Although several hundred thousand dollars was invested in the encased postage stamps, but few can be found to-day.—*Cincinnati Enquirer*.

ELECTRIC SIGNS.

The use of electric signs for advertising purposes, common in the larger cities, might be more widely extended and better use made of them in smaller towns where to-day they are rather scarce. Indeed, even in the large cities full advantage is not taken of this new means of attracting attention, which is one of the main objects of advertising. There are many ways of securing novel effects which will catch the eye and draw attention first to the sign itself, and then to the article which the sign advertises. It is not always the most brilliant sign which gives the best results. Too many lamps and too much light may make the sign illegible, and thus defeat its purpose. Small lamps, as a rule, are better, particularly when the sign is near the ground. In a brilliantly lighted area colors may be used with advantage, or some form of flash sign to be used, so that it will be distinguishable in the general blaze. One step in advertising an article is to get the advertising sign talked about. The next step, talking of the article itself, is easy. For this purpose there is nothing so effective as a novel electric sign.—*Electrical Review*.

ADVERTISER CLAIMED TOO MUCH.

Goodman Gorrong (reading scrap of newspaper)—Here's a feller advertisin' twenty-year-old whiskey for sale.

Tuffold Knutt (in a husky voice)—There hain't no twenty-year-old whiskey. Nobuddy could stand the temptation o' havin' it around 'im that long.—*Chicago Tribune*.

Three Propositions—Are You Open to Any One, or Two, or the Three of Them?

- 1—To have me look after your advertising—write it, plan it, get it out, or advise you where to place it, and originate all sorts of new and attractive things for you.
- 2—To have me give you carefully considered suggestions and criticisms on the work you are now doing, and tell you how to improve it.
- 3—To furnish you with the newest ideas that come up in advertising, selling, printing, engraving, illustrating, and the dozen or more other things with which you *must* keep in touch.

Any one or more of the above I can do and do well. I am doing Nos. 2 and 3 for the National Cash Register Co., of Dayton, Ohio—that successful concern whose unique methods of advertising and selling have been copied the world over.

They believe it pays them to pay me to do this work for them. I have been in their employ a great many years, and the best compliment I ever received from them was when they said: "*Locate in New York; criticise what we are doing, and send us the newest ideas.*" And I'm keeping them busy.

Wonder if I couldn't do this just as well for you?

E. D. GIBBS,

353 Fifth Avenue,
New York.

[I am doing a good deal of advertising to get a very few customers. I want only the best, and I must advertise to the many to get the few.]

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHRIDGE.

The advertisement of the Migranose Importing Company, marked No. 1, would doubtless be very interesting to anybody who had the time and inclination to figure it out. Careful inspection discloses a castle, a knight in armor, blowing a horn; together with various bushes, trees, hills, rocks, rivers and a border composed of a decorative design, too involved to be treated exhaustively in any publica-

headaches and much more suitable for advertising purposes.

* * *

If it is not altogether lost in the reproduction the upper section of this Hoskins advertisement will show a dim and faded reproduction of a visiting card, which may cost 10 cents a hundred or 10 cents a piece. All visiting cards look alike when reproduced by the halftone



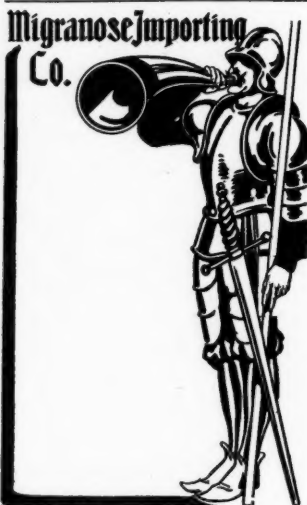
We guarantee Migranose to be an efficient and harmless specific in the treatment of headache, superseding opium, chloral and bromine. Induces no habit and is a Godsend to all who suffer from this malady. It represents the highest degree of German scientific research and technical skill; sales last year on the continent 731,000 boxes. At all druggists, or sent direct on receipt of price 35 cts per box. • • • Look box

Migranose Importing Co.

Paris • Philadelphia • London

No. 1

tion where space is valuable. This advertisement is supposed to exploit a headache cure, and it is probable that the knight is trying to give the lord of the castle a headache by blowing violently on his horn; or, it may be, that the whole illustration is cleverly designed for the purpose of giving those who see it a headache and thus inducing them to hike out and get a package of Migranose. No. 2 is an illustration less conducive to



No. 2

process—you cannot show quality or distinctiveness. As to the head of the young woman at the right, it need only be said that she apparently has nothing to do with the subject, unless it may be assumed that she is so attractive that she will soon need some wedding cards. It would have been much better, though, to have used her picture alone and utilized the space now occupied by the reproduction of

the card for more practical purposes. There is no possible objection to using the picture of a pretty girl to advertise almost



Mrs. William Miller Reed

50 Cards \$1

Including Plate Engraved in Script

Finest quality engraving and best cardboard that money can buy—Crane's Gray White.

Send us the name written just as you wish engraved, and we will send promptly. These cards, equal in quality to the best at \$1.50 to \$2.50, are a special offer to interest you in


The Hoskins Wedding Engraving

Reception, Tea and Calling Cards

Complete sample set, from which to select style, sent on request.

WM. H. HOSKINS CO., 805 Chestnut St., Philadelphia
Social Stationers and Engravers.

anything imaginable, but this advertisement is very unfortu-



Our baby was pale and simply skin and bones when we began the use of

Imperial Granum

The Unvarnished FOOD

He has developed wonderfully ever since. His flesh is firm and he is very strong and muscular. His stomach and bowels have been in perfect condition throughout the feeding period.

Mrs. Chas. Logan, Paris, Ill.

Imperial Granum is sold by druggists or write today for a large FREE sample for your baby and our valuable free book, "The Care of Babies."

Joe Caryl & Sons, Water St. New York

nate in both material and arrangement.

In this advertisement of the

Imperial Granum Food good use is made of limited space, as the advertisement occupies about three inches, single column, in newspapers. The arrangement is rather attractive, the black and white are well balanced and the method of treatment is one which is novel and attractive enough to catch the eye. It is difficult to get good results from strong illustrations in newspapers where the space used is limited, but this little advertisement showed up very well, indeed.

This Wood Shoe Company advertisement is distinctly com-

NO MORE COLD FEET

IF YOU WEAR OUR

Lamb's-wool-lined Foot-warmers

A valuable addition to the wardrobe of weak, elderly people or those suffering from rheumatism or troubled with cold feet. Hand-made, without seams, and lined with the natural white fleece of the lamb, which is specially prepared for these shoes.

Ladies', Flexible Leather sole, \$2.50
Men's, Full Sole and Heel, 4

Sent free to any address on receipt of price.

THE WOOD SHOE CO.
1101 Chestnut Ave.
Philadelphia, Pa.



mendable. Anything which is calculated to work toward the abolition of cold feet is in itself eminently to be desired, and this particular advertisement utilizes a quarter page space most judiciously. The article advertised is shown clearly and attractively. There is plenty of room for the little story connected with it, and the balance of black and white in the ad. is excellent. It is a simple thing, but many far more pretentious efforts fall flat and look uninteresting beside it.

NEW WAY TO SWINDLE THE PUBLISHER.

Here is a new swindling game that has been worked upon a half dozen of the newspapers of Iowa. One paper in a county, usually the most prominent and popular, is selected. A smooth tongued agent calls upon the publisher, "jolues" him not a little, and then unfolds his scheme. It comprises the publication in the paper of a page or two of business cards and later their reprinting on cardboard as a sort of business directory of the country. The oily representative agrees to solicit the cards, pay for their printing at a fixed rate, and for their later printing on card-board.

Having signed up the contract, the county publisher waits for the Chicago concern to do the rest. In the meantime the agent solicits his cards, collecting in advance and mailing numerous promises for the publisher to fulfill.

The cards are duly published in the paper, and then the publisher waits for remuneration and other things to come his way. But the oily agent, with pockets well filled, hies himself to greener pastures, the alleged Chicago firm fails to pay any attention to the letters of the publisher, and the latter continues to wait.

In some cases the publishers have carried out the agent's promises, at a considerable loss to themselves, rather than become involved in any unpleasant controversies. In other cases publishers have repudiated the entire transaction.—*Circulation Manager.*

LOOK OUT FOR THE FLAG LAW.

Advertisers in New York State should now be careful in the use of the flag in their advertisements, for the Wainwright law amends the Penal Code in relation to the desecration or mutilation or improper use of the flag of the United States or of this State. It declares guilty of a misdemeanor "any person who in any manner, for exhibition or display, shall place or cause to be placed any word, figure, mark, picture, design, drawing, or any advertisement, of any nature upon any flag, standard, color or ensign of the United States of America or State flag of this State or ensign, or shall expose or cause to be exposed to public view any such flag, standard, color or ensign, upon which shall have been printed, painted or otherwise placed, or to which shall be attached, appended, affixed, or annexed, any word, figure, mark, picture, design, or drawing, or any advertisement of any nature."—*Music Trade Review.*

DECEPTIVE PREMIUMS.

A certain match company gives a premium or coupon with every box of 500 matches. If you will take the time to count them you will find only 400 matches in the box. Is this a square deal? Another concern packs a salt shaker in every sack of salt, which helps to fill up and weigh up, and then a little short. A certain cereal com-

pany places a dish in every package. This, too, helps out in the weight, and is, therefore, paid for. A sewing machine oil company gives a money wallet with every ten cent bottle of its oil. One person, buying frequently, grew tired of piling up wallets, so bought another brand that was all oil; more of better quality for ten cents. These are only a few of the premium schemes that are being worked on the consumer. Are they giving customers a square deal?—*Commercial Union.*

"WHAT do you consider the most remarkable work in American literature?" said the man who asks idle questions. "My life insurance company's prospectus," replied the rueful policy holder.—*Washington Star.*

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion. \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Position as manager of subscription department on trade journal. Several years' experience. "T. B. P." Printers' Ink.

WANTED—Man who can supply Eastern and Central State news items for monthly trade journal. Address "TRADE NEWS," Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

A DWRITER, Powell graduate, possessing artistic ability also, desires position. Best references. Address "E. R. Y.," care Drawer 1325, Hartford, Conn.

JOB PRINTER Wanted—First-class, reliable man to take charge. Open shop; good wages; Permanent position. Write HARGREAVES PRINTING CO., Dallas, Texas.

AGENTS wanted in Eastern territory to sell privileges to use our "Office Boy" line for retail advertisers. Selling well in the Middle West. P. O. BOX 86, Los Angeles, Cal.

WANTED—Novelties in stationery for mail-order trade—books, music, post cards, etc. Send samples and discounts to JOHN MCQUEEN & CO., P. O. Box 96 P, Mount Vernon, N. Y.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

WANTED TO BUY—Ideas for practical and useful articles. Household or factory articles which have large demands preferable. F. HANVILLE CO., Grand Rapids, Mich.

OVER 1000 men secured positions through us last month. Let us help you to a high grade position. Write for booklet. HAP-GOODS, Suite 511, 300 Broadway, N. Y.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise": 64 pp., 50c. postpaid; ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

MAIL-ORDER man, American, age 37, seeks position. Eight years' highly successful experience. Knows how to make a new article or boom an old one. Address "H.," Box 445, Newport News, Va.

WANTED—Circulation manager to take financial interest in an agricultural monthly in the best Western territory—40,000 circulation. Splendid opening for the right man. "D. M." care of Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 315 Grand Ave., Kansas City, Mo.

NEWSPAPER, Class or Trade Journal—I have had 24 years' experience in publishing, rising through various positions to manager and owner. Having sold, wish to re-enter active work as manager. Age 44; able and energetic; willing and have all record and references. "K," Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for adve. users, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$35 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 1667 Temple Court, New York.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE Circulation 17,500 (Oct.). 23 Broadway, New York.

THE EVANGEL. Scranton, Pa. Thirteenth year; 20c. agent line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

TROY, Ohio, has 6,000 people; 4,000 more live on its six rural routes. The **RECORD**, only daily, reaches 7,000 of them. Minimum rate, 4c. inch. net, plates; typesetting, 5c. inch.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn. 22,152 circulation guaranteed; proven; 330,000 readers. Best medium south for mail-order and general advertising. Rate, 20 cents a line for keyed ads. No proof, no pay.

NO HOUSE ORGAN.

The Retail Merchant is an absolutely independent trade paper, having no connection with any manufacturer or wholesaler. Carries no price list, but is read for its live news matter and strong editorial features. This type of trade papers are valuable to advertisers. Bona fide paid circulation only. Rates reasonable; advance Jan. 1. Write now. **THE RETAIL MERCHANT**, Dallas, Texas.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY**, Rittenhouse Bldg., Phila.

PAPER.

BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

MISCELLANEOUS.

SLA-SHELL CABINETS. Beautiful ocean gems. J. MELLICK & CO., Easton, Pa.

DISTRIBUTING.

DISTRIBUTING in the Southern States produces results that are entirely satisfactory to advertisers who place their contracts with the Bernard Agency, Write CHAS. BICKNARD, 1516 Tribune Building, Chicago.

PRINTERS.

PRIETERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adve. matter—all kinds. Write for prices. **THE BLAIR Ptg. Co.**, 514 Main St., Cincinnati, O.

Do You Need Printed Matter Of Any Kind?

I have secured the services of the brightest man in the advertising business to-day. I know what I am talking about and know my man. He is at your service if I do your printing. I print any and everything. We get up booklets and advertisements; or I will print a business card or a large catalogue. Kindly write me, if interested.

WM. JOHNSTON.

PRINTERS' INK PRESS,

10 Spruce St., New York.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. **OUR DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO.**, 700 Oakland Bank Building, Chicago.

COIN MAILER.

1,000 for \$3, 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

THE H. I. IRELAND ADVERTISING AGENCY Write for particulars of the Ireland Service. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco. Largest agency west of Chicago; employ 80 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

IT'S surprising how much can be done in Canada with a few papers well chosen and used to best advantage. We solicit correspondence. **THE DESBARATS ADVERTISING AGENCY**, Ltd., Montreal.

ADDRESSES FOR SALE.

200 NAMES of School Teachers, strictly up to date; no "dead timber"; 25 cents. Also 50 good mail-order names, 10 cents. **FREDK C. EBERHARDT**, 529-525 Stephen Girard Building, Philadelphia, Pa.

FOR SALE.

SOUTHERN California daily and job office, city of 15,000; fine field; \$20,000 proposition; must have at least half cash. Address "OPPORTUNITY," care Printers' Ink.

FOR SALE—Daily, weekly and job plant. Annual profits nearly \$5,000. Good town; 15,000 population; excellent plant. Address AUD, 312 West Jefferson St., Louisville, Ky.

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D," Printers' Ink.

FOR SALE—First-class newspaper and job printing plant in thriving South Jersey town. Only newspaper. Good reasons for selling. Address "E," care Printers' Ink.

FOR SALE—One-half interest in a well-established Agricultural Journal, published monthly at Richmond. Apply for further information to WAITHAL PRINTER COMPANY, P. O. Box 486, Richmond, Va.

SOUTHERN NEWSPAPER For sale, prosperous, official, Democratic weekly, at county seat, in Tennessee. Live stock farming county, manufacturing town. Is a first-class proposition. Address "SUNNY TENNESSEE," care of Printers' Ink.

FOR SALE.

The proprietor of the largest publishing firm in Alaska, operating a daily paper and job printing department, wants to sell for good reasons. If you want to get a fortune getter and have the price, address Box A, Juneau, Alaska.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. U. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

ZINC ETCHINGS.

DEEP zinc etchings that will make you sit up and take notice. STANDARD, 61 Ann Street, New York.

ADVERTISEMENT CONSTRUCTORS.

SO FAR, AT LEAST, GRATIS.
Your writing me for samples of my work will cost you nothing—nor will I lay you under any obligations whatever. The fact that I constantly win new clients by sending such samples to correspondents will explain why I seek such opportunities to show what I have done. I make circulars, folders, price-lists, catalogues, trade primers, circular letters, announcements, mailing cards, booklets, notices, newspaper, periodical and trade journal advertisements, etc., etc.—all of these with "peculiarities" of their own.
No. 45, FRANCIS I. MAULE, 402 Sanson St., Phila.

ADVERTISING NOVELTIES.

CUTS of character and character cuts. No two systems alike. Advertising departments of daily newspapers should send for rates and specimens. Ask "The Office Boy," P. O. BOX 86, Los Angeles, Cal.

HATTERS, haberdashers and men's outfitters will be interested in our "Office Boy" advertising service. Now in successful operation in a dozen Western cities. Effective and economical. P. O. BOX 86, Los Angeles, Cal.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WESTER, CRAWFORD & CALDER 45 Rose St., New York.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 363 Broadway, New York.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles' Cough Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

ENVELOPES.

ENVELOPES—First-class 6½ white, printed: 1,000, \$1.75; 2,000, \$3.25; 5,000, \$7. Cash with order. Satisfaction guaranteed. Send for samples. GAMMON'S PRESS, Taunton, Mass.

PUBLISHING BUSINESS OPPORTUNITIES.

HOUSEHOLD Monthly Foundation, Good name, 40,000 high-class subscribers, Excellent arrangements with subscription agencies. Stands well with advertisers and agencies. This property is a bargain at \$20,000. Communicate promptly with EMERSON P. HARRIS, Broker in Publishing Property, 233 Broadway, New York.

ADVERTISING.

JOHN CUTLER, WHITRICK OF ADVERTISING, Box 2312, Boston, Mass.

The Adwriter's Rule is NOT A BOOK

It is a metal lithographed ruler, 12x2¼ inches, designed for the purpose of enabling any one to write ads that are bright, newsy and effective. It tells how to write the ad, what are selling points of any article; gives all needed information about type, proofreader's marks, and has 15 type measurements.

BY MAIL FIFTY CENTS

Send for folder

L. ROMMEL, JR.
61d Merchant St., - Newark, N. J.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

THE FARM STAR.

The Thanksgiving Number of the **FARM STAR** will go into the homes of 60,000 substantial Indiana farmers.

Careful estimates by authorities place the value of Indiana farm products during 1905, exclusive of orchard products, at \$216,250,000. IS THIS FIELD ATTRACTIVE TO YOU?

Copy for this edition must be in the office by November 10. For rates address

W. F. DUNN,

Foreign Representative **FARM STAR** (Tribune Building, Chicago), Indianapolis, Ind.

ADDRESSING.

ENVELOPES, addressed for 75c. per M., wrap-pers 50c., from your own list. We sell the Standard Auto Addresser. Write us. B. F. JOLINE & CO., 123 Liberty St., N. Y.

COIN CARDS.

3 PER 1,000. Less for more any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

MAILING MACHINES.

THE DICK MATCHLESS MAILER. Lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

SUPPLIES.

Merchants not using our handsome **PRICE CARDS** are missing a great help. Send for samples. Biddle P. C. Co., 1010 Cherry St., Phila.

THE VERY BEST, at Lowest Price, is our Motto, for Holiday Souvenirs and countless other Advertising Articles. **THE SAULNIER CO.**, Morris Avenue, New York.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. **BERNARD'S AGENCY**, Tribune Building, Chicago.

CLOCK CARDS FOR TIME RECORDERS. Accurate work; prompt delivery; reasonable prices. "We pay the freight." Get estimates. **LOUIS FINK & SONS**, Fifth St. above Chestnut, Phila.

NOTE HEADINGS of Bond Paper, 5 1/2 x 8 1/2 inches, with envelopes (paid p). 100 for 65c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. **MERIT PRESS**, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.**, 29 Murray St., New York. 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

PREMIUMS

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale owners in jewelry and kindred lines. 50c. per page list price illustrated catalogue, published annually, 34th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

BOOKS.

PATENTS THAT PROTECT—73-p. book mailed free. R. S. & A. B. LAUREY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

"SYSTEM FOR MR. ADVERTISER."

A book of systems that will save a hundred times its cost, 25 cents postpaid. **H. K. MTRUOD**, 712 Avenue E, Brooklyn, N. Y.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 65c.; 200, 95c.; 500, \$1.25; 1,000, \$1.95, prepaid. Write for booklet and specimens. **HOPKINS CO.**, 1 E. 42d St., N. Y.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

"REAL ESTATE" Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

POSTAGE STAMPS.

U. S. or Canadian; ship c.o.d. **R. E. ORSER**, broker, R. 6, 94 Dearborn St., Chicago, Ill.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 2% com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

ADVERTISERS—Write on your business stationery for a sample **MAN-I-Q**. The **MAN-I-Q** is a new, low-price, pocket advertising specialty that will bring business. (Patent pending) **G. F. COATES CO.**, Manufacturers of Novelties, Norwich, Conn.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

ADVERTISING

Publicity of
Mr. Thomas W.

LAWSON

is handled
exclusively in

AMERICA

and

EUROPE

by the agency
that "does things."

Can we do
anything for you?

H. B. HUMPHREY COMPANY,



227 Washington St.,
Boston.

Telephone Main 6431.

Cable, Adhumco.

HALF-TONES.

GOOD half-tone for either the newspaper or job department. STANDARD, 51 Ann Street, New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1, 4x5, \$1.00.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

LOFTIS SYSTEM
DIAMONDS
ON CREDIT

For Christmas Presents

Why give a cheap, ordinary Present, when, with five or ten dollars for first payment you can give a beautiful Diamond Ring or High Grade Watch.

The Famous Loftis System enables you to do this. Write for details. Our Big Christmas Catalogue is a veritable Gold Mine of beautiful Christmas Gift Suggestions, with its aid you can select appropriate Presents for both young and old, 1000 handsome illustrations. Write today for a copy. Don't delay, write to-day.

LOFTIS
BROS. & CO. ESTD 1894

Diamond Cutters
Watchmakers,
Dept. E179
93 State St., Chicago

Profitable Tea and Coffee Publicity.

If you've anything to sell to the tea and coffee trade it will pay you to investigate the merits of

The Tea and Coffee Trade Journal

the recognized and exclusive organ of the tea, coffee, spice and fine grocery trade. Why?

Because—It is not a "house organ."

Because—It is not merely local in its circulation, as is the case with most of the grocery papers.

Because—It has the largest list of paid subscribers and reaches all the financially responsible buyers throughout the United States and Canada.

Because—It is the only paper in the tea, coffee and grocery trade willing to make its paid subscription list a clause in its advertising contracts.

Write for rate card.

THE TEA AND COFFEE TRADE JOURNAL

"The Blue Book of the Trade,"
91-93 Wall Street, New York.

DON'T MISS IT.

Office of the TRI-COUNTY NEWS,
NEWTON FALLS, Ohio, Oct. 13, 1905.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Your very handsome ink catalogue came duly to hand. It is a beauty and also a revelation of the quality and variety of your inks. I shall take pleasure in sending you my next order, and wish to state that the inks heretofore ordered of you have proven fully as satisfactory as those received from ink houses charging double your prices.

Respectfully,

J. H. GREEN, Publisher.

The applications for sample books are coming thick and fast, and the demand will soon be more than the supply. Now is the time to get aboard my boat and throw off the lines of the credit ink houses. At the end of the first year you will be more than surprised at the saving you have made on your ink bills, and your customers will be just as well pleased with their work. Money back when goods are not found satisfactory.

ADDRESS

PRINTERS INK JONSON,
17 Spruce Street, New York.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE SMOKE HOUSE TOBACCO Co.,
CRETE, Neb.

Editor Ready Made Department:

The firm with which I am connected conduct retail tobacco stores, and are believers in much advertising, but heretofore have not used newspaper advertising extensively, fathering the theory that all tobacco stores sell at the same price the same goods, and to attract substantial customers you must make your store and courteous treatment do the business. And working on this theory, making their store the most attractive, neatest and cleanest of its kind in the cities where they are in business, they have succeeded in "corralling" their line of business in the different cities where they are interested. They spend money on advertising novelties, window displays, etc., occasional items in papers calling attention to specialties, etc., but steer clear of theater programmes, directories, hotel registers, etc.

I am experimenting in newspaper advertising as a regular "weekly expense", at the store located here, using ten inches with every issue of the leading paper and changing copy regularly.

Enclosed find proof of "ad" which occupies a certain location on a local page.

After four weeks the enclosed "idea" is apparently "doing business," and readers of the paper are always anxious to see "What the Smoke House has to say."

As a reader of PRINTERS' INK would like to hear through your columns, or otherwise, if you consider this mode of newspaper advertising money well spent. Respectfully,

THE SMOKE HOUSE TOBACCO Co.
H. L. Watson.

After looking over a proof of one of the "Smoke House" ads, I am satisfied that the writer of the above letter is quite right in referring to this advertising as a "regular weekly expense." I do not see how it could be otherwise—five inches double column with just two inches single of rambling, indefinite tobacco talk, one and a half inches of advertising for papers on sale at the "Smoke House," and all the rest of the space except the heading and date line, which are set in newspaper form, given to jokes that are not even distantly related to tobacco. Not a single cigar mentioned by name or otherwise identified, not

a price quoted—absolutely no reason why anybody should buy tobacco at the "Smoke House" except this claim about "chewing."

Do you know why our chewing tobaccos are always fresh? There are two reasons. We keep it in a cool and regularly made tobacco refrigerator. Then, we conduct an exclusive tobacco store, and sell hundreds of pounds of tobacco every week, consequently we are enabled to keep a fresh stock all the time.

And this is every word that's said about cigars:

To enumerate all the cigars we carry would take up too much of your time. Sufficient to state we carry all the good kinds.

Space is either very cheap in Crete, Neb., or the "Smoke House" has all sorts of money and doesn't care what becomes of it. It is well to always keep in mind the fact that it is one thing, and a comparatively easy one, to write ad copy that will make people "wonder what is coming next" and how long a certain line of foolishness can be kept up; but it is quite another thing to write stuff that will separate them from their money, and that is what advertising is for. There is certainly no good reason for filling advertising space with a lot of irrelevant stuff just because it's funny; and it is particularly foolish to print such stuff as an advertisement when it has absolutely no connection with the subject of the ads. The newspaper is supposed to print a certain amount of such matter at its own expense, and readers do not expect to find it mixed with their fine cut chewin' or serving as a filler for stogies. If you're in the cigar and tobacco business, advertise that business instead of using your space as the funny column of the paper. Never mind about being so all-fired clever. Remember that the money is made on

sals and you can't cash in on the compliments.

In a five-inch double column space there is room to tell something worth while about one five cent cigar, one ten cent cigar, one kind of smoking tobacco and one kind of chewing tobacco; and maybe a few words about your stock of pipes and the range of prices. Then switch around and give the whole space to cigars; talk chewing and smoking tobaccos the next day, or smoking tobacco and pipes, and so on. Give the characteristics of the different tobaccos, tell just what sorts of tastes they will please—give information. Start right off with "If you like a heavy smoke that won't make you dopy and stupid, a good dark brown cigar without a dark brown taste, you'll like our 'Brunettes.'" Then go on and say what "Brunettes" are made of, how they're made, and quote the price; so much each, so many for fifty cents or a dollar, so much a box of fifty. You can give the whole space to the "Brunette" or you can cut it in two and use half of it to go for the fellow who likes a mild smoke, with a nice little talk about your "Blonde" cigar—how much better it is for some people, never "bites" the tongue, etc., and what a fine bouquet it has. Take a look at the newspaper ads of the United Cigar Stores Co., those of Shivers, of Philadelphia, the cigar ads that are reproduced in this department, and some of those in the magazines. That'll give you a few good tips on the line of talk that sells cigars. Shivers' stuff is particularly good.

Says a Good Deal in a Small Space.

Just Twice a Year

do we credit up interest on savings accounts; and this interest immediately begins to earn other interest.

We pay 4 per cent.

THE BERKLEY PEOPLE'S BANK,
Norfolk, Va.

Ought to Sell Opals, Regardless of Birth Months.

October—the Opal.

If there's a birthday that comes this month that you want to remember, see the Opal Display in the Jewelry Store. Charming suggestions, especially—

Rings—from a \$1.50 opal-set child's ring to superb opal-and-diamond rings for \$150; much more, if you want to pay it.

Cravat Pins—prices start at \$3.50; from that they mount to hundreds.

And, by the way, when you send or present your opal gift, just suggest—

That the opal's a symbol of "unfailing hope" for those born in October. It's the gem of optimism. It helps the wearer to look ever on the bright side. Nice birthday thought!

That the ancients thought it strengthened, brightened and beautified the eyes.

That it endowed the wearer with noble qualities.

That the Romans prized the opal next to the emerald, and chose it as a talisman to banish evil.

That due to the Middle Ages, the opal was thought to possess, united, the special virtues of every gem with whose distinctive color it was emblazoned. Pliny, in the first century, described the opal as "made up of the glories of the most precious stones."

That the Turks have a tradition that the beautiful gem is due to no earthly mine, but falls from heaven in the lightning.

STRAWBRIDGE &
CLOTHIER,
Philadelphia, Pa.

*Some Telling Telephone Talk From the
Pittsburg (Pa.) Leader.*

Make It Easy For the Wife.

The business man who would feel utterly lost without a P. & A. Telephone in his office should think of the many steps a residence 'phone would save the wife.

You can have one installed as low as 20 cents a week.

Call Main 65 about it.
P. & A. TELEPHONE CO.,
Pittsburg, Pa.

MITCHELL DRY GOODS COMPANY,
507-509 Main Street,
KANSAS CITY, Mo., Oct. 3, 1905.

Editor Ready Made Department:

Enclosed, I hand you my ad appearing in Kansas City *Star* of Sept. 29. I would very much appreciate your criticism of this ad, either by private letter or through the columns of your paper.

This Mill End sale differs from some others in that it is a sale of Mill Ends. This is Karnival week here, and the cut has a Karnival significance, as well as being a method of announcing some plain facts to the public.

Assuring you that I will appreciate anything you have to say, I remain,

Yours very truly,

C. B. PHIPPS.

The ad occupied nearly a page. The illustration was a silhouette of a man using a megaphone, and was perhaps more appropriate to Karnival week than the usual "mill end sale" picture of mill ends issuing from the mills and working their way, like so many snakes, through the store to the hands of the consumer. There was also a cut of a packing case with bolts of goods on top and some prices and descriptions in a mortise in the front. The introductory talk is well calculated to convey the impression that the mill ends offered are really mill ends, and the liberal use of apparently low prices goes far toward confirming the claims for low prices. The ad is much too large for reproduction in its entirety, but here is the excellent introductory talk:

ANOTHER GREAT "MILL END" SALE!

\$26,900 worth direct from the mills to consumer!

Encouraged by the success of our previous effort, we have prepared for you another and more imposing "Mill End" sale. All this week we've been opening and marking and getting ready for sale these wonderful cash captures of Mill Ends. Mill Ends are New Goods, remember; bright and fresh, direct from the mills, with no profits attached to mill cost except our quick little profit for cash.

Even the maker doesn't figure a profit on Mill Ends. He's satisfied to take even less than actual cost, because wholesalers want only full bolts, and the principal part of his trade is from wholesalers. So you pay us less than actual cost of making these bright new Mill Ends. It's your harvest.

Read these prices. Look for the Green Tickets when you come. And don't fail to come.

SALE STARTS TO-MORROW MORNING

At 9 o'clock and continues two full weeks. Every single lot advertised in this paper will be on sale at 9 o'clock and until sold. This Mill End sale is positively a sale of Mill Ends. And this ad is simply a statement of facts as they exist here at this store. "The proof of the pudding is in the eating."

Join the crowd of economical cash buyers and be with us to-morrow.

One From a Series of Very Attractive Three-Inch Single Column Display Ads.

Danger

—real danger—often lurks in clothes coming from unsanitary laundries.

Perfect sanitation at the Blakely!

BLAKELY LAUNDRY,

Both 'phones, 517.

11-13 South Warren street.

Also Mannheim Laundry,
Germantown, Phila.

How the Hamilton Land Co. of Huntsville, Mo., Gets a Great Deal Into a Small Space.

A Missouri Bargain.

530 acres—Best of improvements, all level, near four towns, R. F. D., 'phone, 9-room house, 5 barns, everything the best, plenty of fruit, 470 acres prairie, 60 acres oak timber; will divide or sell a'l. Terms to suit. \$60 an acre.

Address Box 259,

Des Moines, Ia.

A Shoe Ad From the Springfield (Mass.) Union.

Gun Metal Calf

is a beautiful dull, soft, pliable, medium weight leather, perfectly suited and much in vogue for ladies' and men's fall and winter shoes.

Newest shapes in ladies' gun metal calf boots.

\$3, \$3.50, \$4.

MORSE & HAYNES,

382 Main St.,
Springfield, Mass.

A. L. REMINGTON, Pharmacist,
Silver Springs, N. Y.

Editor Ready Made Department:

I take the liberty of mailing you a circular which I am sending to 400 of my lady customers under letter postage. I find this method of publicity pays me very well. I wish to thank you for your favorable notice of my work in your issue of August 2nd. All I know of advertising I have learned from PRINTERS' INK. It is the only advertising journal I have ever read. My subscription is now paid to Dec. 1906.

Yours very truly,

A. L. REMINGTON.

Every year the druggist lets the grocer get a little deeper into the spice and flavoring extract trade; probably because the average grocer advertises these lines occasionally, while the druggist is making a lot of noise about something of far less consequence or not advertising at all. Once in a while a druggist breaks out and claims his own, like this enterprising Remington man at Silver Springs, N. Y., and gets it. Mr. Remington makes each of 400 lady customers feel that, just at the moment, the question of pure spices is of overshadowing importance, and strongly intimates, without saying so, that there is just one place in Silver Springs where pure spices are to be had. For a few cents each he makes every one of those 400 women feel that he cares enough about her trade to ask for it, and that she is sure to get the right thing if she gets it at his store. Nothing remarkable about his circular, as reproduced below, no attempt to be "smart"—just plain, sensible talk that is convincing because it is plain and sensible.

PURE SPICES.

Pure spices, either whole or selected from the best material, and ground, are very essential in every household, especially at this time of year, when there is pickling or preserving to be done.

Gilpin, Langdon & Co., of Baltimore, have been preparing high grade spices for fifty years. This firm are wholesale druggists; their spices and drugs are recognized all over the country as the standard and are used by the best drug stores everywhere in preparing tinctures, extracts, etc. Their spices are entirely free from every form of adulteration, and being selected from the very best material are unusually strong and have all the full pungent taste and odor which common spices lack, but which are so necessary in baking or pickling.

These goods are put up in small tin

packages and sealed. The packages are from one ounce up, so that you can buy it just according to the amount you use.

The price per package may be from one to three cents more than the common kind, but as these goods are perfectly pure and very strong, they will go as far again and be much more satisfactory.

Let us send you a small box of your favorite spice and you can judge the whole line by it.

You will be particularly interested just now in our whole mixed spices for pickling, and our tumeric.

We have a full line of these spices, although we can only name a few of the leading ones here on account of lack of space.

Prices—Allspice, 10c. Cassia Cinnamon, 8, 15, 25c. Cloves, 8, 15c. Ginger, 7, 12c. Mustard, 5, 10c. Pepper (3 kinds) up from 5c. Tumeric, 5, 10c. Whole Mixed Spices for pickling, 1/4 lb., 10c.

REMINGTON'S PHARMACY,
Silver Springs, N. Y.

A Savings Bank Ad. From the Kansas City (Mo.) Star.

How Much Do You Earn?

HOW MUCH DO YOU SAVE?

Isn't it time you began to lay aside part of your earnings against the time when your future success may depend upon your having a little capital? One dollar will open a savings account with this company, and by making small deposits regularly you can soon amass a neat sum. It will draw 3 per cent interest, which will help the accumulation.

FIDELITY TRUST CO.,
Walnut and Ninth Sts.,
Kansas City, Mo.

One From a Big Bunch of Good Ones.

My By-focal Lenses

make one pair of eyeglasses do the work of two—they're for seeing far and near, have no patches or lines, and look like single lenses. Glad to show them to you any time.

No charge for consultation. Eyeglasses made after your own prescription or my examination.

No medical or surgical treatment.

HILBORN
Makes Eyeglasses.
10 W. Park St.,
Newark, N. J.